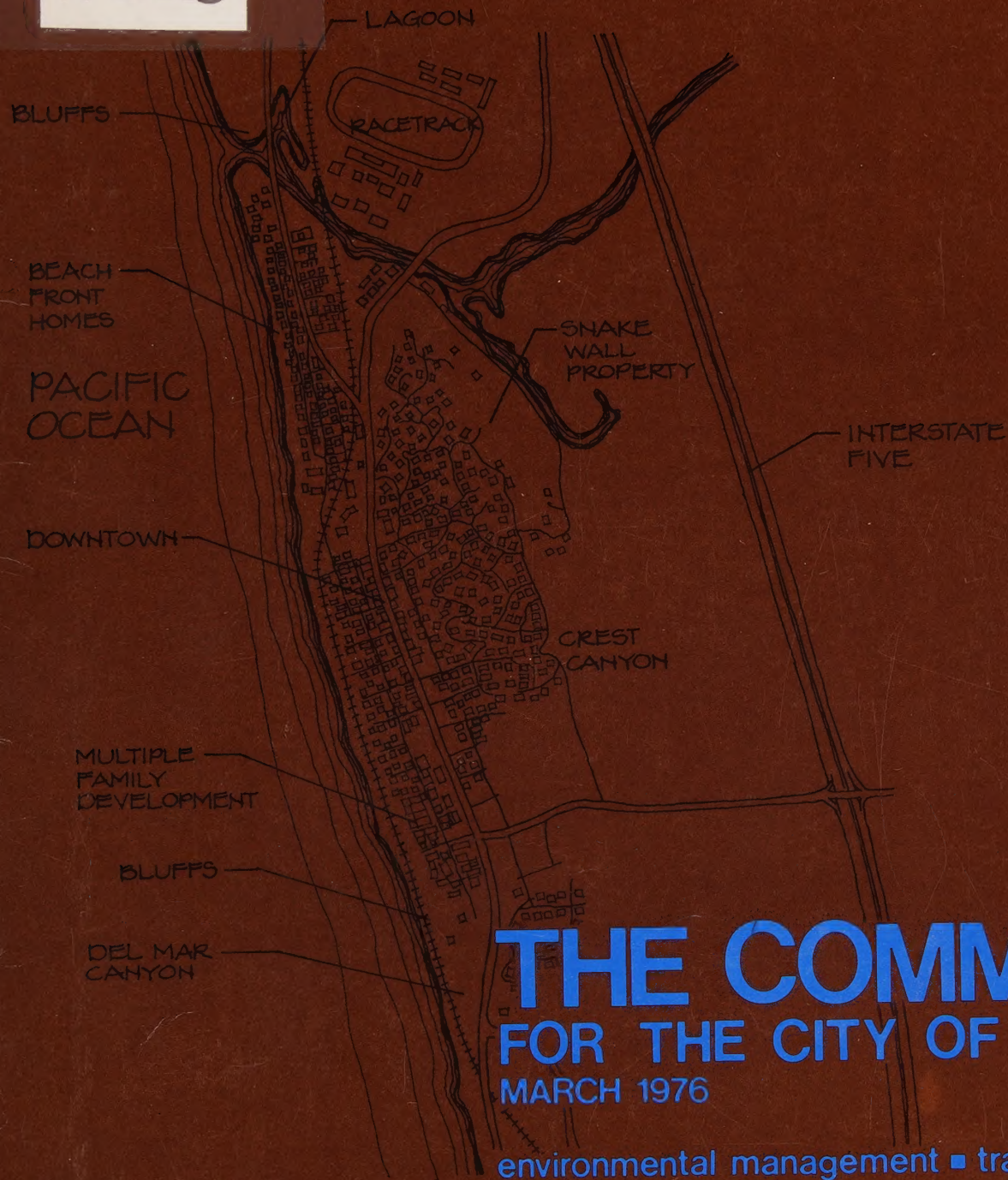


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THE COMMUNITY PLAN

FOR THE CITY OF DEL MAR, CALIFORNIA

MARCH 1976

environmental management ■ transportation ■ community development



Del Mar. [City Council]

Del Mar Residents, City Officials and All Interested Parties:

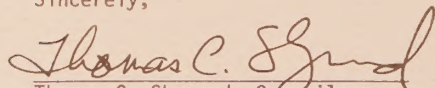
On May 15, 1975, the City Council of the City of Del Mar adopted Resolutions No. 75-16, 75-17, 75-18 and 75-19, thereby officially adopting the Community Plan for the City of Del Mar as represented in this report.

The process by which this Community Plan was prepared began in September, 1973. During the ensuing twenty-month period, countless hours of effort by many citizens, city officials and staff have been donated to the preparation and adoption of this Plan. Formal acknowledgement of these efforts cannot nearly equal in value the contributions that have been made by these individuals toward the future of the Del Mar community.

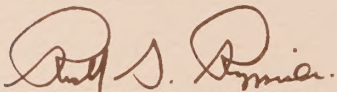
Del Mar is widely recognized, and most strongly held by its residents, to be a unique place. It is the feeling of most that this uniqueness stems from the community's own consciousness of the need for preserving the environment and charm with which the community has been bestowed. Accordingly, the primary goal of this Plan is to preserve and protect that unique environmental quality which now is the Del Mar Experience. Other goals of the Plan seek to preserve as well the opportunity for people of all economic and social backgrounds to share in a liveable Del Mar, while preserving that experience for the future.

A Community Plan is a statement of goals, objectives and policies that embody the community's vision of its desired future. As such, this Community Plan will serve as the standard of excellence against which all future decisions and actions of the City should be measured. In this context, we believe, and trust that others will agree, that this Community Plan serves as a standard of excellence equal to the task of preserving the quality of our liveable village.

Sincerely,



Thomas C. Shepard, Councilperson
Mayor - 1974 to 1975



Richard G. Rypinski
Mayor - from March, 1975

City Council

Thomas C. Shepard	Mayor (1974-1975)
Richard G. Rypinski	Mayor (1975-Present)
Nancy Hoover	
Tom B. Pearson	
John H. Weare	

Planning Commission

Hervey Sweetwood	Chairperson
Clark Almgren	
Rosalind Feierabend	
Beverly Ogden	
Carol Pittman	

Design Review Board

Janice Batter
Endre Bartanyi
Ann Hohmeyer
Patricia JaCoby
Joseph Lancor
Richard Simons
John Thunen

City Staff

Wayne Dernetz	City Manager
Roger Hedgecock	City Attorney
Gary Binger	Planning Director

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City planning

Del Mar

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APPENDICES (UNDER SEPARATE COVER)

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Note To Readers

The history and background of this Community Plan are not complete without further commentary.

Following the adoption of the Community Plan, as outlined in the preceding letter of transmittal, the City Council was presented with a Referendum Petition signed by many citizens of Del Mar calling for the City Council to either repeal the Plan's enactment or submit the Plan to popular election.

The City Council, finding that the Referendum Petition was sufficient, on July 21, 1975, repealed the original four Resolutions adopting the Plan in order that the more controversial aspects of the Plan could be identified, segregated and submitted to the voters based on the merits of each individual issue.

A "Committee of Four" individuals was established representing the various points of view of the community and charged with the responsibility for identifying and selecting those issues of the Plan that ought to be submitted individually to the voters.

In November, 1975, a unique mailed ballot plebiscite was sent to each registered voter of the City along with descriptive information and maps on the eleven issues identified by the Committee of Four. The mailed ballot poll resulted in a return of 1,608 counted ballots, representing nearly two-thirds the number of registered voters at the time. Based on these results, the Planning Commission and City Council revised the Community Plan document to conform, and resubmitted the revised Plan in its entirety as a City measure at the regular Municipal Election held on March 2, 1976.

Finally, at the March 2, 1976, election, by a margin of 1,099 to 688, the Del Mar Community Plan, as presented herein, was enacted by popular vote of the City residents.

The enacting documents, Resolution No. 76-1 of the Del Mar City Council and Ordinance No. 260 of the People of the City of Del Mar are copied herein for reference.

Those who are interested in a more complete and detailed description of the many political, legal and technical planning issues and controversies that occurred between May, 1975, and March, 1976, should refer to the files of the Del Mar City Clerk.

RESOLUTION NO. 76-1

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA ADOPTING DESCRIPTIVE AND INFORMATION PORTIONS OF THE DEL MAR COMMUNITY PLAN AS AMENDED, CONTINGENT ON VOTER APPROVAL OF THE PLAN ELEMENTS ON THE MARCH 2, 1976 GENERAL MUNICIPAL ELECTION BALLOT.

WHEREAS, since July 1973, the City of Del Mar has been involved in a process or revision of the General Plan in response to changes in State law and in response to community desires; and

WHEREAS, a mail ballot poll was held on November 29, 1975 to determine voter preference on eleven specific initial issues of the proposed Del Mar Community Plan; and

WHEREAS, the Planning Commission has held hearings and two members have participated in the Committee of Four; and

WHEREAS, the City Council has determined to place before the voters the proposed Del Mar Community Plan as amended on the March 2, 1976 General Municipal Election ballot as a City measure; and

WHEREAS, additional information and reference material in the form of an introduction, acknowledgements, history, descriptive statistical and other current information, and appendixes will be necessary in the complete Del Mar Community Plan document;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Del Mar hereby adopts the following portion of the Del Mar Community Plan, attached hereto as Exhibit I and by this reference made a part hereof, contingent on voter approval at the March 2, 1976 General Municipal Election of the Goals, Policies and Objectives of the Del Mar Community Plan:

1. INTRODUCTION: Pages 1 through 4 inclusive,
2. DEL MAR IN THE PAST: Pages 5 through 9 inclusive,
3. DEL MAR IN THE PRESENT: Pages 10 through 18 inclusive,
4. PREFACE: Page 21, and
5. INTRODUCTION AND BACKGROUND: Pages 22 through 30 inclusive; Pages 43 through 47 inclusive; Pages 53 through 57 inclusive.

PASSED AND ADOPTED by the City Council of the City of Del Mar, California this 5th day of January 1976 by the following vote:

AYES: Councilmembers Shepard, Pearson, Weare, Hoover; Mayor Rypinski

NOES: None

ABSENT: None

ABSTAIN: None


RICHARD S. RYPINSKI, MAYOR

ATTEST:


TERRI BIANCO, CITY CLERK

ORDINANCE #260

AN ORDINANCE OF THE PEOPLE OF THE CITY OF DEL MAR, CALIFORNIA ADOPTING THE DEL MAR COMMUNITY PLAN AS AMENDED.

The People of the City of Del Mar do hereby Ordain as follows:

SECTION 1. The Del Mar Community Plan as attached hereto as Exhibit A and by this reference made a part hereof is hereby enacted as the General Plan for the City of Del Mar in conformance with Government Code 65300.

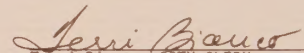
SECTION 2. The Del Mar Community Plan may be amended hereafter by the Planning Commission and the City Council of the City of Del Mar according to the laws of the State of California applicable to General Plan amendments in general law cities except that any such amendment may be adopted only with the concurrence of four-fifths of the total membership of the City Council.

Upon approval by a majority of votes cast at the regular General Municipal Election of March 2, 1976, this ordinance shall become effective ten (10) days after the date the results of said election are declared by the City Council.

CITY CLERK'S CERTIFICATION

This is to certify that, at a regular General Municipal Election held in the City of Del Mar on March 2, 1976, a majority of votes cast at such election favored the adoption of the above ordinance, which results were declared by the Del Mar City Council via Resolution #76-13 adopted March 9, 1976, and that this Ordinance is therefore a valid and binding ordinance of the City of Del Mar and becomes effective March 19, 1976.

In witness whereof, I have hereunto set my hand and seal this 15th day of March 1976.


Terri Bianco, CITY CLERK

Purpose

The Del Mar Community Plan (synonymous with "General Plan") is an expression in words and maps, of how the community will develop over the next 10 to 20 years. To be effective, the Community Plan must reflect broadly-based attitudes of Del Mar residents consistent with sound environmental, economic, social, and legal constraints. It is a statement of city policy as to the future of the community and is to be used as a point of reference for all official and administrative decisions. It is the document which insures that all public efforts will be consistent and coordinated for a better community in the future. Furthermore, it is intended that this Community Plan be the document which sets forth the guidelines under which all development takes place. All ordinances established to guide development must, in the future, conform to and be consistent with the Community Plan.

Any Community Plan must be: 1) Long Range - looking as far ahead as reasonably accurate forecasts permit, and 2) Comprehensive - including all major physical, social, and economic elements both public and private.

The area boundaries of this Plan at times extend beyond the Del Mar City Limits due to certain interrelationships that supercede political boundaries.

Any plan will need to be modified as conditions alter over time and thorough reviews should be undertaken every three years to test the validity of its contents. It should be remembered, however, that a Community Plan represents certain decisions of vital importance to the welfare of the people and their city. The consequences of these decisions in part determine the number and type of people a community may accomodate, the standards by which the city will be developed, decisions on

the appropriate amount and relationships of different land uses, and the lines of communication that link these areas. Proposals to change the Plan should be most carefully considered due to inherent physical, social, and economic interrelationships.

Planning Process

Background

In 1968, the City of Del Mar adopted its first Community Plan. This plan proposed that continued revision was mandatory for the plan to be useful.

In September of 1973 the Del Mar Planning Commission and City Council authorized the preparation of a Community Plan revision. The major impetus for revising the 1968 Plan was the realization by citizens and officials that many of the policies contained in the original plan were either not being adhered to or were not reflecting current attitudes and conditions in Del Mar.

The 1968 General Plan expressed the citizens' hope to retain and protect the residential character. In addition, it called for an increase in multiple family housing units, but not to the point of predominance. At that time the city had twice as many single family homes as multiple housing units. Between 1968 and 1974, multiples increased at seven times the rate of single family dwellings and as of 1974 exceeded the number of single family residences and the limit called for in the 1968 Plan. Many of the multiple units were built at higher densities than proposed in the Plan, and in the face of housing pressures the City failed to react rapidly enough with zoning changes to reflect General Plan goals.

In addition to the concerns about residential land use, a number of the policies in the 1968 Plan dealing with circulation, commercial development, and perhaps most importantly, open space, were being challenged by both residents and decision makers.

A final issue which indicated the need for a new overall Plan was the adoption, by the City of Del Mar, in July, 1973, of the Conservation, Seismic Safety, Scenic Highways, and Open Space elements of the General Plan as required by state law. The adoption of these elements led to the zoning of some 40 percent of Del

Mar's land area to the Conservation Study classification. The Conservation Study Zone ordinance required the preparation and adoption of a land use plan for these areas prior to the consideration of any development proposals.

Citizen Participation

A request was made by the Del Mar Planning Department and approved by both the Planning Commission and the City Council that the process of revising the Plan should include intensive citizen participation. In late 1973, at the public solicitation of the Planning Department, 140 resident-citizens volunteered to contribute to a new Community Plan. The citizens were asked to join together in Task Forces, with the assistance of the Planning Department, and to focus on one of the following four areas: Open Space, Residential Development, Commercial Development, or Circulation. These Task Forces were asked to identify critical goals and objectives, develop and review various alternative policies and finally construct a set of meaningful goals and objectives forming the framework for a new Community Plan. In order to avoid disruptions to the citizens' efforts, avoid potential delays in the processing of major development proposals, and eliminate basic changes in the character of the city that may be in conflict with the future community plan, the City Council established a temporary suspension on all development except individual single family residences and duplexes.

The Task Forces initially drew up a set of goals and objectives which were collated by a Steering Committee and submitted to the City Council and Planning Commission for review in principle. No official vote was taken on the citizens' recommendations



and the response primarily focused on critical goals and objectives that individual Council or Commission members felt: 1) May have been omitted; 2) Were not appropriate; or 3) Were in need of more information. This action furnished the citizens with practical timely guidance as they went on to expand their report in more detail.

In the second phase of their work, the Citizens' Task Forces proceeded from their initial goals and objectives to draw up a list of specific recommendations with explanatory text, and prepared proposed land use maps.

On the basis of these reports, a Task Force Steering Committee and an Editorial Committee of Task Force members prepared a final Citizens' Report which was ratified by Task Force members.

Citizen Recommendations

Unquestionably, the strongest theme running through the Citizens' Report was the determination to maintain Del Mar as a village-like community of uncrowded, predominantly single-family residences. A closely related principle concern was the permanent protection of the outstanding natural features of Del Mar. Specifically the citizens were concerned with preservation of Del Mar's 2 1/2 miles of sand beach, its still largely undeveloped scenic sandstone bluffs, the open vistas and private gardens, the groves of native and exotic trees, and the presently degraded but restorable San Dieguito Lagoon.

Corollary to the citizens' desire to maintain Del Mar as an uncrowded village was their perception that Del Mar's business community should better serve local needs for goods and services and become more of a pedestrian-oriented compact center. Furthermore, it was felt that automobile traffic should not pose a hazard to life, should not intrude unnecessarily on the tranquility of community life, nor should it interfere with walkers and bicycle riders. Finally, it was felt by the citizens that a well defined community identity

should be fostered by providing a centrally-focused downtown area having civic activities as well as commercial services; a residential area of decreasing density from the town center towards the outskirts; and a surrounding belt of natural open space to buffer Del Mar permanently from the sprawling adjacent residential areas. In addition, recommendations were made to establish a neighborhood parks program providing local recreational needs and a scenic trail system circumscribing the city.

Without a doubt there was a perception by a large majority of the citizens that the type of small town community which until a few years ago was taken for granted was clearly threatened by the allowances provided by the previous plans and zoning existing at the time of the beginning of their analysis. The Citizens' Report expressed the belief that this urbanization trend could be halted by suitable and proper public control. Lacking a revised General Plan the citizens were not hopeful for the preservation of village qualities.

Planning Department Involvement

Upon completion of the citizens' efforts a preliminary Community Plan Document was drafted by the Del Mar Planning Department.

In 1974, California state law required that a Community Plan address itself to the following nine areas:

- 1) Land Use
- 2) Open Space
- 3) Circulation
- 4) Housing
- 5) Seismic Safety
- 6) Scenic Highways
- 7) Safety
- 8) Noise
- 9) Conservation

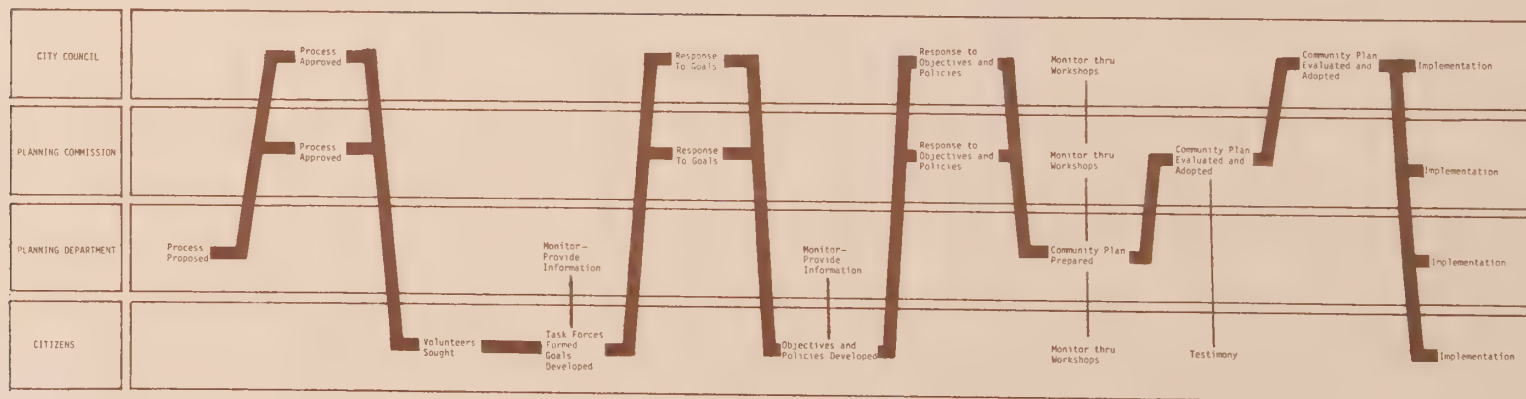
The Citizens' Report directly considered four of the above areas: land use, housing, open space, and circulation. In order to integrate goals, objectives, and policies into a comprehensive document, all of the state mandated elements were developed and integrated under three major categories as follows:

- 1) Environmental Management
 - a. Conservation
 - b. Seismic Safety
 - c. Open Space
 - d. Safety
- 2) Transportation
 - a. Circulation
 - b. Scenic Highways
 - c. Noise
- 3) Community Development
 - a. Land Use
 - b. Housing

1974 California law further required the preparation of an environmental impact analysis for the adoption of amendments to Community Plans. Such an environmental analysis was developed under the direction of the Del Mar Planning Department and this analysis considered both physical and social aspects of proposed policies.

Concurrent with the preparation of the environmental analysis, specific economic and legal evaluation of critical goals and policies was developed.

general plan revision procedure





DEL MAR IN THE PAST

Early History

Pre 1800's

The earliest history of human habitation in Del Mar may go back 48,000 years if scientists are correct in their dating of a skull found on Del Mar's bluffs in 1929. In 1974, a method of fossil dating developed by Dr. Jefferey Bada of Scripps Institution of Oceanography in La Jolla placed the age of this skull, referred to as the "Del Mar Man" at 48,000 years old, making it the oldest known human remains in America by more than 20,000 years.

The earliest record of human group habitation in Del Mar indicates that approximately 4000 years ago the area served as home for a tribe of Indians. It is believed that this tribe (or tribes) was forced to the sea by drought and enticed by the availability of fish and other sea food. The last of these Indians is believed to have died about 800 B.C. They were followed by the La Jolla Indians, who were still here when Father Junipero Serra arrived in the year 1769, and began a movement to civilize, organize, and improve Indian living conditions. The arrival of Father Serra centralized the Indians at Mission San Diego de Alcala in San Diego's Mission Valley, and at Mission San Luis Rey in Ocean-side, leaving the Del Mar area as a hunting ground.

1800's

A few ranchers moved into the Del Mar area in the mid 1800's. The ranch of William S. Weed housed the post office for this area, and this region was known by the name of "Weed" until 1884.

In 1883, the California Southern Railroad, later part of the Santa Fe system, ran its first passenger train through Del Mar. It originally ran down what is now known as Stratford Court, with the depot located between 9th and 10th Streets.

Colonel Jacob Taylor, owner of the Los Penasquitos Rancho, purchased and had surveyed much of the area now known as Del Mar in the 1880's. Its proximity to the ocean, and the railroad, coupled with its relatively level terrain and ideal climate, served as the major impetus for development activity. Initially 14 homes were constructed in an

area now bounded by Camino del Mar, the Pacific Ocean, 9th Street and 11th Street. The community was named Del Mar (Spanish for "of the sea") at this time. The nucleus of this initial development was the Casa del Mar, a hotel completed in 1886 at the northwest end of 10th Street overlooking the ocean. This hotel included a dance pavilion, a flight of 110 steps down the bluff to the beach, and a bathing pool extending into the ocean surf. After 1887, the initial land boom ended. Fires broke out mysteriously, and the heavy rains of 1889 eroded the pathway to the beach, inundated the railroad tracks, and isolated Del Mar. In January, 1890, three years after it had opened, the Casa del Mar burned to the ground. Attempts were made to reconstruct the facility but the rebuilding got only as far as a four foot concrete foundation.



Early 1900's

In 1905, the South Coast Land Company bought all of Colonel Taylor's land and then proceeded to move the center of town, from what is now 9th Street and Stratford Court, to 15th Street and Camino del Mar. This was accomplished through the demolition of all of the remains of the original Casa del Mar and the construction of the Stratford Inn (later known as the Del Mar Inn or Hotel). This Elizabethan structure was designed by Architect John C. Austin and was completed in 1910. It included a pier, a bath house, a covered swimming pool and a power house. Construction of the hotel set off a minor land boom in Del Mar, and within a few months property sales of over \$500,000 were recorded. It was at this time that the South Coast Land Company built the sewer system (which was in use until 1974), filled in the San Dieguito slough to make lots along what is now Coast Boulevard, and developed a golf course where the fairgrounds are now located. Subsequent to the construction of the Stratford Inn, the railroad tracks and depot were moved to

their present location near 17th Street and Coast Boulevard.

The South Coast Land Company planned a residential community "of distinctive class,...free from the noise, confusion and ugly cheap details of the average beach resort...Building restrictions will be enforced and everything will be done to make Del Mar what nature designed it to be, the most beautiful and pleasing place on the Pacific."

What the Company promised in advertising it delivered in fact and in writing. The first roads on the hill were made by four horses pulling a scraper, not a standard bulldozer. The engineer was told to wind around as much as possible. Lots were intentionally irregular to assure everyone individuality and a view. The Company encouraged only those building designers who built in styles compatible with the Stratford Inn: English cottage style and shingled bungalow. (In the 1920's the Spanish Villa became popular on the hill).



Other restrictions were listed in the single land contract that went with each sale:

Building will be for residential purposes only. No apartments, flats, duplexes, hotels, lodging house, stores are allowed.

There must be a setback, including porches, of at least 25 feet from the lot line.

No outbuildings to be built first, and no temporary structures.

"Nor shall intoxicating liquors ever be sold, nor shall said premises be rented, leased or conveyed to any other person than of the white or Caucasian race."

All such restrictions terminated legally January, 1935.

The first road from Del Mar to La Jolla was conceived, developed and paid for by the South Coast Land Company and E. W. Scripps (who owned considerable property on the Torrey Pines Mesa). This road provided Del Mar's only vehicular connection to San Diego until Highway 101 through Rose Canyon opened in 1931.

As the San Diego region and the accompanying network of highways grew during the 1940's and 50's as people gradually sought homes in small beach communities and other outlying areas where they could find a pleasant residential environment, and still commute to jobs in San Diego. The Del Mar area was affected by this trend and grew from 430 persons in 1938 to approximately 2800 residents as of 1958.

The Del Mar Fairgrounds, located near the northern city limits, was begun in 1935 with a WPA grant of \$500,000 to the 22nd Agricultural District

Association. The Del Mar racetrack, was founded by Bing Crosby, Pat O'Brien and some of their Hollywood friends. Attendance and total annual days of racing grew from 22 days and 102,000 persons at the first meeting in 1937 to a 43 day season attracting over 630,000 persons. The racetrack facility, as well as the Southern California Exposition, which is located adjacent to it, has been under the continuous ownership of the 22nd Agricultural Association, a subdivision of the State of California. The District managed the racetrack operation from 1937 to 1970, at which time this management authority was leased to the Del Mar Thoroughbred Club. The 22nd Agricultural Association operated the San Diego County Fair (now known as the Southern California Exposition) since 1937. Fair attendance and days of operation expanded over the years from 10 days and approximately 150,000 persons in 1937 to 14 days and 610,000 persons in 1974.

Recent History

1950's

This decade served as an important one in the history of Del Mar. Two major causes were brought to the forefront of community attention and were thoroughly discussed, evaluated, and resolved in an often emotional setting. The first of these issues dealt with the future of Highway 101 which served as the major vehicular link between San Diego and Los Angeles, and had experienced increased usage. It was obvious that some changes were needed. Del Mar residents strongly opposed the State Division of Highways plan for a coastal freeway to be built along nearly two miles of Del Mar ocean bluffs, supported by a seawall. Subsequent to numerous hearings and discussion of alternatives it was decided that an inland route bypassing the community to the east would provide the best solution, resulting in plans for the construction of Interstate 5, which opened in 1966.

The second issue revolved around the feasibility of incorporating Del Mar as a separate city. Studies were made in the late 1950's and focused on three primary alternatives: the establishment of a community service district, annexation to the City of San Diego, and finally incorporation. The primary concerns centered on the best way of acquiring such services as police, fire, planning, sewer, streets, engineering, and public works without creating an excessive tax burden. These questions were decided by the voters in 1959, at which time incorporation was approved by a narrow margin. A re-vote was forced by a pro-annexation group in 1961, but incorporation passed by a higher margin.

1960's

During the late 1950's and early 1960's, the previously discussed Stratford Inn experienced difficulty in continuing its operation. It had ceased to be open year-round in the late 1950's, and by 1963 was forced to close. The lack of maintenance combined with vandalism forced the San Diego County Health Department to declare it a public hazard, and in 1969 the structure was demolished.

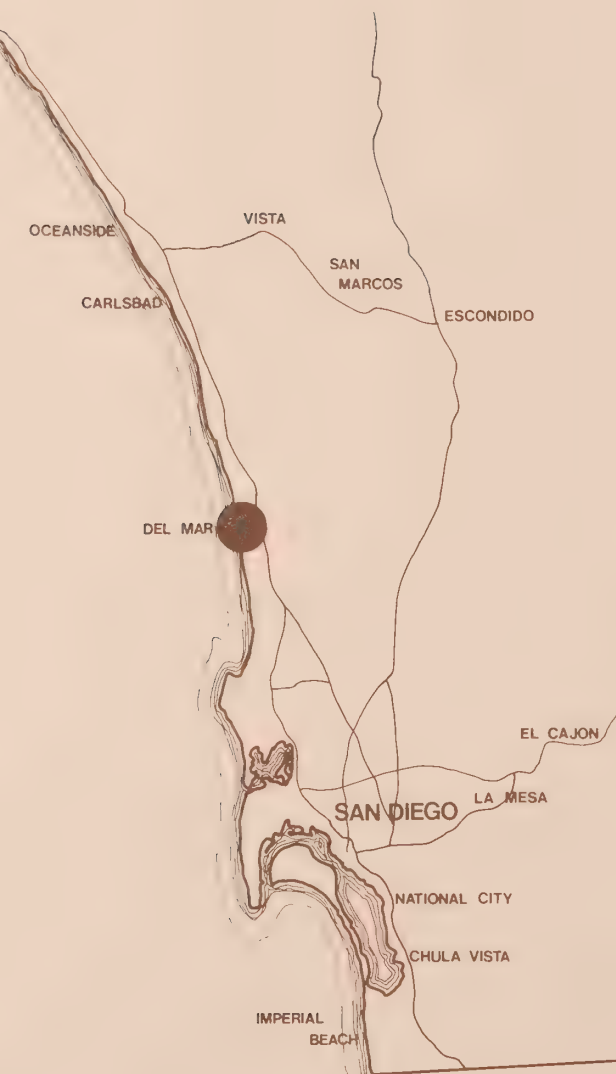
In 1966 Interstate 5 was completed, thereby allowing major north south vehicular traffic to bypass Del Mar. The resulting decrease in traffic along Camino del Mar created some vacancies in the business district and the business community expressed concern as to its future. It was evident by 1970, however, that the vitality of retail activities in Del Mar had not only stabilized, but had improved.

The population of Del Mar in 1960 was 3,124 persons. Since 1960, the City continued its expansion of population resulting in nearly 4,900 residents as of 1974.



DEL MAR IN THE PRESENT

Regional Character and Considerations



The San Diego region, supporting a population of over a million-and-a-half people, enjoys an exceptionally attractive climate. Its physical characteristics, coastline, beaches, mountains, in-land valleys, and desert are striking. The City of San Diego, the metropolitan core of the region with over four-fifths of the total population, is located approximately 125 miles south of Los Angeles and approximately 20 miles north of the Mexican border.

Del Mar is a small residential community located on the coastal fringe of the San Diego region 20 miles north of the San Diego Civic Center and five miles north of the San Diego campus of the University of California. It is the southernmost of six small but rapidly growing beach communities in the northern portion of the County. To the south and east, it is bordered by the City of San Diego; to the north, by the unincorporated community of Solana Beach. Del Mar is bounded by the beach for about two-and-one-half miles and extends inland one mile at its widest point.

Population growth in the northern portions of the San Diego region has increased substantially in recent years and is expected to continue to increase at a high rate in the future. As an example, the projected population for the northern portion of the City of San Diego indicates an increase of 64,000 persons between 1974 and 1990. This growth, coupled with accelerating increases in northern San Diego County population will create heavy demands on the use of Del Mar's beaches, retail facilities, and roadways.

Although a legally incorporated city, Del Mar is bound by a complex set of physical, economic, and social relationships to the San Diego region. To plan for Del Mar's future, it is necessary to view the City in terms

of its setting in the region. The Comprehensive Planning Organization serves as the planning agency for the San Diego region, and the City of Del Mar is a supporting member of this organization. Because of these factors, the 1974 CPO regional goals have been thoroughly reviewed and integrated into this Community Plan wherever feasible.

The People

When planning for the future of Del Mar, it is important to consider existing conditions and trends insofar as population growth, age and racial variety, family size, family income, and employment characteristics of the people in the community.

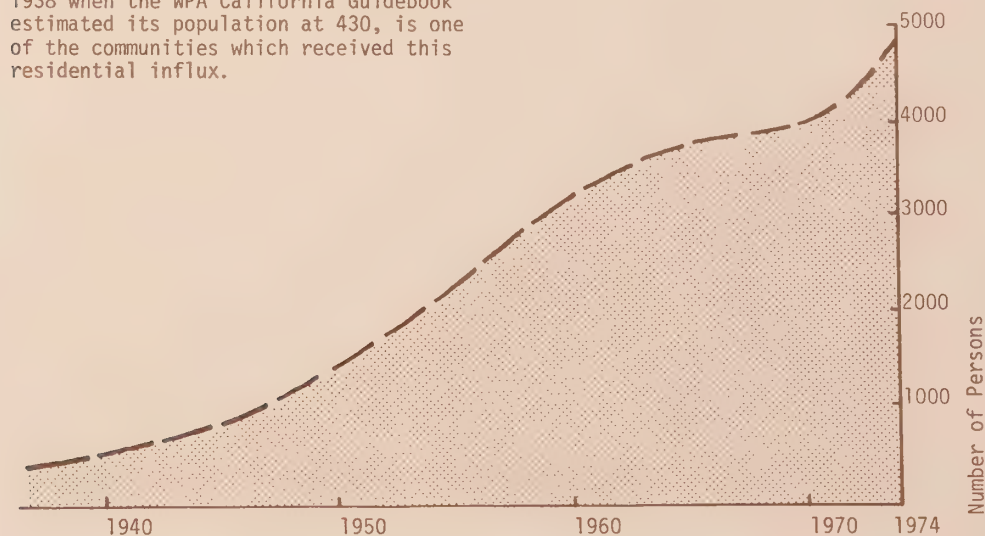
Population Growth

Between 1930 and 1974, California's population increased greatly, making it one of the fastest growing areas of the United States. Growth was greatest in Southern California, and, as of 1974, two-thirds of the state's people live in the eight Southern California counties. Los Angeles County and San Diego County ranked first and second in population in the State as of 1974.

As San Diego became a large metropolitan center, people gradually sought homes in small beach communities and other outlying areas where they could find a pleasant residential environment and still commute to major employment centers. Del Mar, a small incorporated village in 1938 when the WPA California Guidebook estimated its population at 430, is one of the communities which received this residential influx.

Pressures for continued growth in Del Mar are high. The new freeway junction of Interstate 5 and 805, continued expansion of the University of California five miles to the south, new businesses which have located in Sorrento Valley, and urbanization in the northernmost part of the City of San Diego east of Del Mar, are expected to promote growth both in and near Del Mar.

Within Del Mar itself land is limited, but relatively large scale apartment or condominium developments can still occur on tracts of the flood plain and bluff not yet fully subdivided. Construction of new duplexes and conversion of existing single family homes within neighborhoods that have partial duplex development would allow the number of duplexes to triple, with a significant net loss of single family residences.



population growth - city of del mar

Family Size

Median family size (persons per household) is smaller in Del Mar than it is in San Diego County as a whole and, in addition, is reducing in size at a faster rate.

While family size nationally has reduced in recent years, an additional reducing factor in Del Mar was the high percentage of multiple-family development that occurred since 1965 and accommodated smaller family units than the traditional single family home.

	1960	1970	DECREASE
Del Mar	3.50	2.52	28%
San Diego County	3.11	2.94	5%

Employment

Nearly 60% of Del Mar's labor force is involved in professional, managerial, teaching and administrative positions. This compares with only 27% of San Diego County's work force being in the same categories.

The largest single employer of Del Mar residents is the University of California at San Diego. Other major employers include industrial research firms near UCSD and within Sorrento Valley south of Del Mar.



Age and Race

Age distribution in the City of Del Mar has changed rather dramatically in two categories in recent years.

There was a tripling of college age (20-24 years) persons between 1960 and 1970. Much of this increase was attributable to the opening and continued expansion of the University of California at San Diego. University records indicated that as of 1974, over 500 students resided in the City of Del Mar.

The number of elderly persons (over 62 years) residing in Del Mar tripled in the 1960 decade. This increase occurred due to the desirability of Del Mar as an attractive and liveable community that provided well for a leisure-oriented lifestyle.

As of 1974, about 93% of Del Mar residents were white, 5% were Latin American, and 2% were Black, Indian or Asian.

Family Income

Median family income within Del Mar is significantly higher than that within San Diego County. Data indicates, however, that the comparative rate of increase between Del Mar and the County is nearly identical.

	1960	1970	Increase
Del Mar	\$8500	\$13,378	57%
San Diego County	\$6545	\$10,133	55%

1975 del mar housing

Single Family Detached Units	906	Estimated Population	2573
Duplex Dwelling Units	430	Estimated Population	851
Multiple Family Dwelling Units	870	Estimated Population	1722
Total Dwelling Units	2206	Estimated Population	5146





Physical Characteristics

Del Mar is the southern-most of six small beach communities on the northern coast of the San Diego region. These communities are characterized by scenic stretches of coastal beaches, picturesque sea cliffs, flat-topped coastal areas, steep mesa bluffs, broad level-floored stream valleys, and gently rolling hills. In recent years the physical character of these communities has changed due, in large part, to the increasing residential density along the ocean bluffs and the overall growing together of previously separate coastal communities by means of commercial and residential developments along Highway 101. At the same time, there has been a considerable increase in the development of scattered inland locations within close proximity to the coast.

The City of Del Mar contains approximately 1100 acres of land situated in a unique natural setting. For much of its length steep cliffs rise abruptly from a sandy ocean beach to heights of 75 feet. From the cliffs, the land rises to nearly 400 feet above the sea level. To the north, Del Mar is crossed by the San Dieguito River. The San Dieguito is a major river of the county which has, over the centuries, eroded cliff deposits away to form a broad, flat, marshy flood plain. Crest Canyon extends south from the San Dieguito River and forms much of the eastern boundary of the City. Del Mar's southern boundary is marked by a second deep gorge cut into coastal bluffs by the Torrey Pines Estuary of Los Penasquitos Creek. Torrey Pines State Park, noted for large stands of the rare Torrey Pine, adjoins Del Mar to the south.





The Atchison, Topeka and Santa Fe rail line from San Diego to Los Angeles runs through Del Mar along the coastal cliffs. There are two major north-south vehicular routes serving Del Mar. The oldest is Highway 101 (renamed Camino del Mar within the Del Mar City limits) which provides Del Mar residents with a direct southerly connection to the University of California at San Diego and northerly access along the coast to the City of Oceanside. Interstate 5, an eight lane major north-south freeway, passes one-half mile east of Del Mar and includes three on and off ramps which serve the City.

At the present time Del Mar possesses some clearly defined community boundaries, in the form of open space, that separates the city as a distinct unit from other surrounding communities. Trees and other natural growth provide an attractive environment for the residential areas, and the existing canyons, hills and winding streets afford a wide and ever changing diversity of views and settings. The ocean, beach and cliffs provide orientation for the community.

physical characteristics

-  major landmarks
-  outstanding topography
-  views
-  water

The predominantly single family character of the community changed between the late 1960's and 1974. The proportion of multiple residential units, which stood at 32% of the total dwelling units in the community in 1968, rose to about 50% by 1974.



Economic Base

Del Mar is predominantly a residential community. As such, its principal source of revenue is the property tax levied against residential properties. Additional revenues are derived from commercial sources and the Del Mar Racetrack and Fairgrounds.

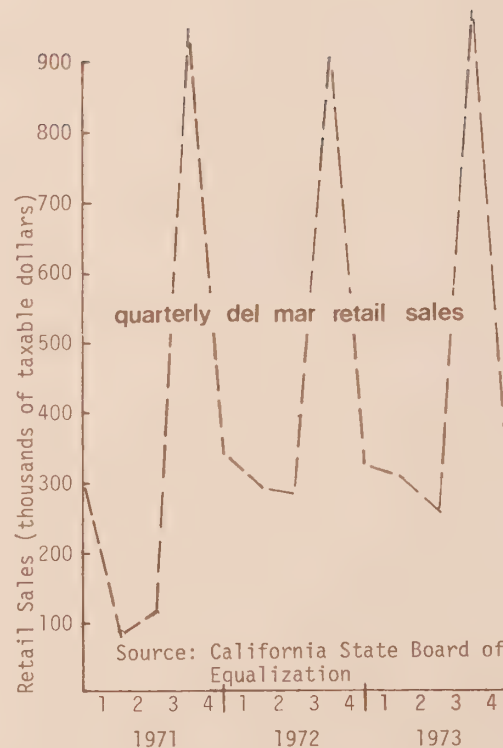
Income of Del Mar residents comes principally from employment outside the community.

The most outstanding characteristic of Del Mar's economy is the seasonal variation in retail trade sales due to the tourist trade. About 40% of the City's volume of taxable retail sales can be attributed to the influence of tourists attracted to the local beaches, the Southern California Exposition, and the Del Mar Racetrack. This same relationship is also demonstrated by the largely tourist oriented businesses in Del Mar.

Commercial Characteristics

Compared to San Diego County, Del Mar has a relatively constant percentage of the region's retail trade at an average of .29% with the same percentage of the region's population. However, the city's retail trade shows definite quarterly variations in trade with the third quarter showing by far the largest volume, well over half the yearly total.

The sharp third quarter rise can be explained to a large degree by the Southern California Exposition, which occurs in late June and the first week of July, and the racing season at the Racetrack, occurring from late July to mid-September or virtually half the third quarter. During this third quarter the fair and racetrack attract about 1.2 million people into the Del Mar area.



Also, the third quarter is the height of the summer season at the local beaches. Therefore, the impact of Del Mar's tourist trade on the local economy can be seen as important.

Del Mar's commercial activity is dominated by the retail and services sector of the economy.

There is indication that Del Mar's businesses may not be serving the resident needs since, in 1970, retail sales per capita in Del Mar was 9.5% lower than that for the county while the city's average income was about 28% higher than the regions. Additionally, a Del Mar Chamber of Commerce survey in 1973 indicated that 61% of the local residents desired additional goods and services within the community. How

seriously the citizens view the lack of stores to meet their needs is brought into question by the results of a Friends of Del Mar attitude survey which indicates that only about 12% of Del Mar's residents view this shortage as a major problem.

The total commercial now existing appears adequate to meet Del Mar's needs at the present. Existing space provides for about 30 square feet per capita which is well within the standard 20 to 50 square feet. However, because of the large amount of office space the actual retail space falls below standards with 14 square feet per capita.

At present there is no significant commercial development in competition with Del Mar except for the Solana Beach area. However, there are two large shopping centers proposed on the periphery of Del Mar which will add about 300,000 square feet to the local area. This may have an adverse impact upon the established shopping area along Camino del Mar.

Employers within Del Mar

According to information from the Comprehensive Planning Organization, activities within Del Mar employed 1074 persons in 1972. Most of the employment within the city fell into five major categories: printing and publishing, wholesale and retail trade, services, construction, and government. In 1972 the printing and publishing industry employed over 300 persons; however, the recent reduction of publishing activities has affected the level of employment in this field. The wholesale and retail trade employs over 200 persons and is the second largest type of employer. The third largest category was services with approximately 200 persons.

Public Facilities

In planning for the future of Del Mar, it is important to understand and consider existing public facilities and services available for Del Mar residents.

Educational Institutions

The Del Mar Union School District, as a legal entity, is responsible for the education of pupils in Kindergarten through grade eight. All of the City of Del Mar and approximately 23 square miles to the east and south of Del Mar, in the City of San Diego, are within the boundaries of the district and the same tax rate to support the schools is levied throughout the district.

Seventh and eighth grade pupils are educated by the San Dieguito Union High School District at Earl Warren Junior High School, with financial support from the Del Mar district under tuition transfer agreement.

As of November 1974, 1119 pupils attended the three schools within the Del Mar district. 320 of those pupils were residents of Del Mar. Attendance at each school is determined by grade level and program rather than geographic location. The three schools were operating near, or above, pupil capacity in 1974.

Del Mar Shores school, located in the City of Del Mar on a five and one-half acre site, houses fifth and sixth graders and a few fourth graders in the district. Optimum capacity of this school is 300 pupils. Del Mar Heights school, located on Boquita Drive east of the City of Del Mar, is on a ten acre site and serves Kindergarten through fourth grade pupils district-wide. This school can house 550 pupils with Kindergarten on single sessions and rooms for special programs. Del Mar Hills school is located on Mango Drive in the Del Mar Hills area. This school is on a nine acre site and serves pupils in grades one through three. The Hills school is the only school in the district

where permanent facilities can be added. The capacity of this school could be expanded to serve 500 pupils. Current facilities are being used by 209 pupils.

In 1974, approximately 8% of the population of Del Mar was in the elementary age group. This percentage is down from 11% in 1970 and seems directly attributed to the increased amount of multi-family development in the city. Factors used by the Del Mar Union School District in estimating numbers of elementary students are: .6 times each single family home, .22 times each condominium unit, and .1 times each apartment unit.

As of 1974, the Carden School, a private coeducational day school located east of Del Mar for grades Kindergarten through eighth, accommodated over 20 students who are Del Mar residents. The European Montessori School near Del Mar served a few Del Mar children, and nearly 90 Del Mar students in grades one through eight attended the Saint James Academy in Solana Beach in 1974.

The San Dieguito Union High School District covers an area from Batiquitos Lagoon in Leucadia to the Soledad Valley south of Del Mar. The District, which extends eastward into the City of San Diego almost to Lake Hodges, operated two junior high and high schools as of 1974. Del Mar students attend Earl Warren Junior High School and the recently completed Torrey Pines High School east of Interstate 5. The enrollment at Earl Warren was over 900 students in 1974, and nearly half of them lived in Del Mar.

Del Mar residents also attend area colleges and universities. The University of California at San Diego estimated that as of 1974, 500 of its students were Del Mar residents.

Religious Institutions

The various religious denominations represented in Del Mar appear to be well served by churches in or near the city as of 1974. Saint Peter's Church (Episcopal) had 105 Del Mar families as members of their congregation. The Calvary Lutheran Church served 32 families and the Unitarian Fellowship of San Dieguito, located near Del Mar, had ten Del Mar member families. The Saint James Parish (Catholic) located in Solana Beach counted at least 200 Del Mar families in its parish.

There were no synagogues located in Del Mar as of 1974. The attendance or membership of Del Mar residents at synagogues in neighboring communities appears to be minimal.

Health Care

As of 1974, health care for Del Mar residents seems adequate in terms of primary facilities. Primary facilities included doctors' offices and clinics, and both Del Mar and the unincorporated area of Solana Beach to the north have an adequate supply of such facilities.

Secondary health care is available to Del Mar residents from Scripps Memorial Hospital (363 beds 4 1/2 miles from Del Mar). Scripps Clinic and Research Foundation (158 beds 4 1/2 miles from Del Mar--to be completed in 1976), Sharp Memorial Community Hospital (435 beds 12 miles from Del Mar), Children's Hospital (90 beds 12 miles from Del Mar) and Mesa Vista Hospital (110 beds 12 miles from Del Mar).

Extensive development east of Interstate 5 in the northern portion of the San Diego region may limit the adequacy of secondary health facilities in the future.

Fire Protection

Del Mar maintains its own Fire Department. As of 1974 this department was headquartered on Jimmy Durante Boulevard at the Fairgrounds. The Fire Department is responsible for fire fighting and suppression within the City limits and, in addition, the enforcement of the Fire Code, fire prevention programs, planning for disaster preparedness and response to calls for everyday assistance such as rescues, resuscitation and vehicle accident calls.

The headquarter facilities are presently inadequate both in terms of geographic location within the community and internal space needs. In addition, the location of the headquarters directly adjacent to the San Dieguito floodway and within the 100-year flood plain is a questionable site for this public facility.

Law Enforcement

Law enforcement services for the City of Del Mar are provided under contract with the San Diego County Sheriff.

In 1974, one sheriff's vehicle was located in Del Mar approximately two-thirds of the time, with supplementary services and backup provided by other vehicles dispatched from a substation in Encinitas.

According to County estimates, the amount and rate of major criminal offenses and traffic accidents was below average for San Diego County and no particular problem areas or issues were noted.

City Administration Facilities

As of 1974, City Administration offices were located in two separate leased facilities near 15th Street and Camino del Mar. These facilities contain a total of 2000 square feet and have received a great deal of attention in recent years as interest in moving into more ample facilities has increased.

Library Facilities

The existing Del Mar Library, located in the shopping complex at the corner of Camino del Mar and 15th Street, is a branch of the County library system. In 1974, 15,000 volumes were stocked in the Del Mar facility, occupying nearly 2000 square feet of space.

Preliminary discussions have been conducted concerning use of an existing structure on the proposed civic center (old St. James School) site as the future library facility. The structure would provide 50% more space and could be acquired through a Joint Powers Agreement and the sale of revenue bonds.

Goal Summary

The overall thrust of this Plan is to preserve the unique environment, low density character and quality of life within Del Mar. In pursuit of this end the following goals are to be used to guide the future development of the community and serve as the basic framework for the Del Mar Community Plan:

- OVERALL GOAL: PRESERVE AND ENHANCE THE SPECIAL CHARACTER OF DEL MAR, THE ELEMENTS OF WHICH ARE A VILLAGE-LIKE COMMUNITY OF SUBSTANTIALLY SINGLE FAMILY RESIDENTIAL CHARACTER, A PICTURESQUE AND RUGGED SITE, AND A BEAUTIFUL BEACH.
1. ESTABLISH WITHOUT DELAY A COMPREHENSIVE PROGRAM TO PRESERVE AND ACQUIRE PERMANENT OPEN SPACE SUFFICIENT TO MEET THE LONG-RANGE NEEDS OF THE COMMUNITY, PRESERVE AND ENHANCE NATURAL AND MAN-MADE RESOURCES, AND PROTECT AREAS SUSCEPTIBLE TO SEISMIC AND FLOODING HAZARDS.
 2. MINIMIZE THE IMPACT OF THE AUTO-MOBILE ON THE CHARACTER OF DEL MAR AND EMPHASIZE A MORE PEDESTRIAN ORIENTED ENVIRONMENT, SAFER SIDE-WALKS, LANDSCAPED BUFFER ZONES, AND ALTERNATE MEANS OF TRANSPORTATION.
 3. PRESERVE AND ENHANCE DEL MAR'S SPECIAL RESIDENTIAL CHARACTER AND SMALL TOWN ATMOSPHERE WITH ITS HARMONIOUS BLENDING OF BUILDINGS AND LANDSCAPE IN PROXIMITY TO A BEAUTIFUL SHORELINE.
 4. FOCUS MAJOR RETAIL AND OFFICE ACTIVITY INTO ONE ECONOMICALLY VIABLE, PEDESTRIAN ORIENTED AND ATTRACTIVE AREA THAT SERVES THE NEEDS OF BOTH DEL MAR RESIDENTS AND VISITORS AND IS WELL INTEGRATED INTO THE RESIDENTIAL FABRIC OF THE COMMUNITY.
 5. PRESERVE THE ECONOMIC INTEGRITY OF THE COMMUNITY.
 6. ASSURE CONTINUING PUBLIC PARTICIPATION IN CITY PLANNING BY DEVELOPING PROCEDURES IN WHICH CITIZENS CAN PARTICIPATE IN UPDATING GENERAL PLAN GOALS AND POLICIES AND HELP IN IMPLEMENTING PROGRAMS INCLUDING CONSULTATION AND ADVICE ON ENABLING LEGISLATION.

Organization

The Plan is divided into three principal sections: Environmental Management, Transportation, and Community Development. Information in each of these sections is presented in the following order:

Introduction - Identifies the intent of the section.

Background - Specifies existing conditions, trends, potentials, and problems.

Goals, Objectives, and Policies - Sets forth general recommendations for adoption.

Specific Recommendations - Sets forth more specific policies for adoption.

In addition to these major sections, precise plans are attached which deal with Bluffs, Slopes and Canyons, Camino del Mar and Local Streets.

Mandatory Elements

The following chart indexes the written objectives contained in the Plan to the nine General Plan Elements that are required by State law.

Conservation
Seismic Safety
Open Space
Safety
Circulation
Scenic Highways
Noise
Land Use
Housing

GOAL 1

- Objective A-Page 31
- Objective B-Page 31
- Objective C-Page 31
- Objective D-Page 31
- Objective E-Page 31
- Objective F-Page 32
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- Objective K-Page 32
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GOAL 2

- Objective A-Page48
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- Objective C-Page48
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GOAL 3

- Objective A-Page 58
- Objective B-Page 58
- Objective C-Page 58
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- Objective E-Page 59

GOAL 4

- Objective A-Page 60
- Objective B-Page 60
- Objective C-Page 60
- Objective D-Page 60
- Objective E-Page 60
- Objective F-Page 60
- Objective G-Page 60

Introduction

This section of the Plan identifies, evaluates, and makes recommendations leading to the preservation of natural resources, the protection of areas and people susceptible to seismic and flooding hazards, and the preservation and enhancement of open space within the community.

Background

The Beach

The Del Mar beach parallels the City along its western edge and is the most heavily used natural resource within the community. There is a tendency to believe that this resource has always been here and will remain forever virtually unchanged. Unfortunately, this assumption is not completely correct.

The supply of sediment to the City's beaches has been reduced since the 1930's for several reasons: 1) inland dams which have prevented sediments from traveling downstream; 2) construction of structures which hamper the movement of sand parallel to the coast; 3) weather conditions, as of 1975 in an unusually dry cycle, which have reduced the flow of sediment to the ocean from rivers and streams; and 4) the settlement of sediment flowing down the San Dieguito River into the San Dieguito Lagoon.

According to recent surveys contracted partially by the City, the Del Mar beach has lost a large amount of sand in recent years. It appears that if the existing sand depletion rate continues, Del Mar will have a rocky winter beach by 1980 or 1985, and a year-round rocky beach by perhaps

1995. In addition to minimizing beach use, this depletion process will increase the exposure of sea cliffs and beachfront structures in Del Mar to winter storm waves.

According to reports prepared for the San Diego Regional Coastal Commission, the elevation of the beach dropped three feet between 1964 and 1973, an annual loss of four inches. The Del Mar barrier beach is at a ten foot elevation. During the winter, a seven-foot tide with a six to seven-foot surf behind it (not uncommon) would inundate beachfront homes. In 1972, 1973 and 1974, the City built a six-foot sand berm along the western edge of the property lines of the beachfront homes in order to provide needed protection. The berm was successful in protecting the structures and was generally washed out by the end of the winter due to high tides combined with storm waves.

One other less significant condition affecting the Del Mar beach is the encroachment of private decks and patios of north-end residences onto the public beach. This activity has reduced the amount of beach width available to the public and could pose a future problem as a rocky beach becomes more predominant and the width of the sand beach is reduced and shifted eastward.





San Dieguito Lagoon

The lagoon formed by the culmination of the San Dieguito River is generally bounded on the north by the Del Mar Racetrack, Fairgrounds and parking lot; on the south by some light industrial development and San Dieguito Drive; and on the east by Interstate 5. The western half of the lagoon lies in the City of Del Mar and the eastern portion is in the City of San Diego. About two-thirds of the former extent of the San Dieguito Lagoon was filled during the development of the Del Mar Racetrack and Fairgrounds.

The lagoon was tidal until the early 1940's and, since that date, has been closed off to the ocean by a sand barrier. This barrier was constructed and maintained to prevent lagoon water, the source of which was secondarily treated effluent pumped into the lagoon by the City of Del Mar, from polluting the adjacent beach. In 1974, Del Mar's effluent discharge into the San Dieguito Lagoon was diverted into the San Dieguito Metropolitan Sewerage System. It is clear that this

elimination of a water source will result in a gradual drying out of the lagoon unless alternative sources are devised.

The western portion of the lagoon comprises a shallow saline pond. The shallow lagoon and its inland channels are inundated to a depth of a few feet by trapped tidal water. The water grades in salinity from almost seawater in the west to slightly brackish in the east.

The overflow of treated sewage effluent into the impounded waters of the lagoon has long created serious eutrophication and mosquito control problems and has been the cause of odorous conditions. Although these conditions should be alleviated by the diversion of the effluent, eutrophication problems are likely to persist.

Over most of the past 15 years, there has been no surface flow of fresh water other than minor storm runoff in the lower San Dieguito River. Because of the lowered ground water table in the lower valley, saline ground water is moving inland and well water quality for three miles upstream has become seriously degraded.

lagoon habitat



San Dieguito Floodplain

Coastal San Diego County is subject to sudden and severe floods. The County's streams generally have steep side slopes near their origin, but for the remainder of their courses to the Pacific Ocean, the stream channels flatten out as they pass through wider canyons and cross broad valleys. These flatter channels have insufficient capacity to carry large volumes of water, with the result that the streams overflow their banks and inundate the valley plains.

Many years of subnormal rainfall have created an apathetic attitude toward the danger of floods. Residential, commercial, and industrial developments are spreading over flood plains that are subject to inundation. This peril is not imagined danger. The largest flood in recent times in San Diego County occurred in 1916. This flood, by far the most destructive on record, caused 23 drownings in San Diego County. The extensive damage attributed to this and other floods in 1927 and 1938 is insignificant in comparison to the damage that would result today were there to be another flood of the magnitude of the one that occurred in 1916.

This danger also exists in Del Mar. The San Dieguito River, because its outlet is so wide and flat, has overflowed its banks several times in the past. The effective drainage basin of the San Dieguito River has been reduced by the construction of three dams (Hodges, Poway, and Sutherland). Although these dams do offer some protection from normal annual runoff, they are not intended nor designed as flood control structures and offer no protection from runoff equal to the great historic floods of the past.

According to reports of the State Department of Water Resources, the San Dieguito River flood plain is subject to a serious 50 and 10-year potential. Therefore, it can be seen that flooding is a future certainty.

Flood-prone areas are defined under two separate categories: floodway and flood-fringe. These two categories together comprise the flood plain. The floodway is the area within which flood waters would flow during a 100-year flood or on the other hand, be subject to more frequent flooding in the event that existing flood control facilities upstream were destroyed. Structures within this area should be prohibited in order to allow a free flow of flood water. The flood-fringe, on the other hand, is that area in which flood waters would spread out, inundate the land, lose their momentum, be stored and then be dissipated. Structures in flood-fringe areas should be protected or controlled to assure that they would be unharmed by flood waters.

Del Mar's San Dieguito River flood-fringe extends over a variety of developed and undeveloped land in four general areas:

Northeast Quadrant - North of the floodway and east of the railroad. This area includes the Del Mar Racetrack and Fairgrounds and accompanying parking areas.

Northwest Quadrant - North of the floodway and west of the railroad. This area is undeveloped, and some of it is annually inundated with water.

Southeast Quadrant - South of the floodway and east of the railroad. This area includes the City's public works yard, commercial uses, and undeveloped land.

Southwest Quadrant - South of the floodway and west of the railroad. This area is nearly completely developed with single and multiple family residential development.



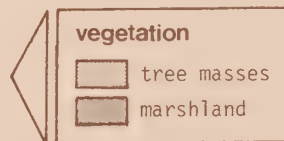
san dieguito floodplain

- floodway
- floodplain fringe



Vegetation

Del Mar falls within the Coastal Scrub Plant community and, other than portions of the San Dieguito Lagoon, has been extensively modified by development. Existing tree masses provide vegetative elements that add to, as well as help to define, the character of the City. Some of the most dominant trees include: 1) the Monterey Cypress, a native plant from Carmel Bay, California that has been used extensively throughout Del Mar; 2) the Torrey Pine, a species native to the bluffs at Del Mar and, like the Monterey Cypress, used throughout the City as an ornamental plant; and 3) the Eucalyptus, an ornamental tree imported to this country from Australia.





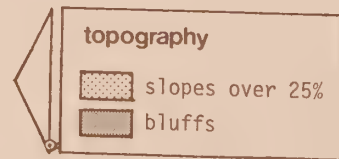
Bluffs

Del Mar is characterized by a number of sandstone bluffs throughout its boundaries. The larger and more prominent bluffs are adjacent to the beach and at the south end of the community. In addition, however, there are numerous small bluffs which are worth consideration for protection as natural features throughout the Del Mar hill area.

These bluffs serve as unique land forms providing visual relief and diversity within Del Mar. Efforts should be made to preserve these features intact wherever possible but, particularly, at the north and south ends of the hill areas of the community.

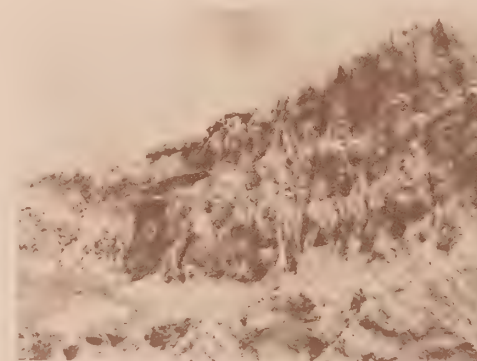
Steep Slopes

The steep slopes indicated in this Plan are defined as having a slope of 25 percent grade or more. These are the areas central to the problems of erosion. This is particularly true in those areas where the natural vegetation and ground cover are not thick. In the six months between October and March, the total precipitation averages 9.5 inches along the San Diego coast. Perhaps more important are the rainfall intensities expected, on the average, once in 50 years. For the coastal area, the rainfall in a 24-hour period during such a 50-year storm is 4.5 inches. This intense rainfall would create problems of erosion, mudslide and mudflow which are compounded by development.



Aside from these public safety considerations, steep slopes can give a greater impression of openness than the area alone would indicate if left undeveloped. In essence, such land can give a sense of place by physically defining and separating neighborhoods and communities from one another.

Efforts should be made to preserve these features intact wherever possible, but particularly at the north, north-east and south ends of the hill areas of the community.



Seismic Hazards

Ground Breaking Potential - Ground breaking results from a surface rupture of a fault. A fault is a fracture in bedrock which may extend upward to the ground surface and along which there has been displacement of the two sides relative to one another.

Only two faults are known or inferred from areas within Del Mar. Both are relatively short and neither one is known to be active. Their locations do not coincide with any known earthquake epicenters. The last movement on the fault near the railroad overpass at the south end of the City was believed to have taken place more than 50,000 years ago. The age of the other fault has not been investigated.

There are seven other faults (or inferred faults) located within two to three miles of Del Mar. Of these, movements known to have taken place within the last three million years have occurred on only the Carmel Valley and Rose Canyon faults. Movements along the Rose Canyon fault are believed to have taken place in the last .5 million years. For this reason, because it may be part of a very long and active fault zone, and because of the known occurrence of earthquake epicenters along its trace, this fault could constitute a potential threat to Del Mar. However, the fault need not be considered a serious danger to residential construction until more evidence becomes available concerning its length and activity.

Ground Failure Potential - Ground failure can occur due to lateral spreading, earth lurching, landslides, and differential settlement.

Within Del Mar those areas having the greatest potential of ground failure include: 1) all of the sea cliffs bordering the City of Del Mar; 2) areas of the Del Mar Formation of Torrey Sandstone in which existing slopes exceed 25 percent; 3) all areas having a slope of 10 percent or more where the strata has been substantially tilted in the direction of the slope. (The determination of (3) above will require detailed field mapping); and 4) the terrace escarpments made up of colluvium and slope wash in Crest Canyon and on the north-east side of the Del Mar Hills.

Liquefaction Potential - Liquefaction is a common occurrence during earthquakes in areas that have high water tables and silty or sandy soils. During the earthquake, the vibrations can cause a deterioration of the friction between the wet soil particles. In severe cases, a condition similar to quicksand can result in an area which was previously thought to have stable ground.

Within Del Mar, the San Dieguito Valley and Lagoon has significant liquefaction potential due to the deposits of alluvium and slope wash in this area believed to be covering a mixture of beach sand, bay sand and salt, and alluvial sediments (largely dry and silt) which may be mixed with occasional salt and dry marsh deposits.



seismic hazards

- ground breaking potential
- ground failure potential
- liquefaction potential



Tsunami Potential - Tsunamis, also known as tidal waves, are seismic in origin, usually caused by an underwater seismic disturbance or, less commonly, large submarine landslides. Although such waves appear to be only one or two feet high in the open ocean, they increase in height significantly as they approach the coast.

Although the probability of a Tsunami occurrence is not great, a large Tsunami striking this area could result in great loss of life and property.

Areas that are especially prone to Tsunami hazards include low flat areas such as the San Dieguito Valley and the low lying beach areas in the northern part of the City. Tsunamis can also do damage to areas that have steep cliffs which are exposed to sea waves by seriously eroding the cliffs, increasing landslide potential, and endangering any structures built near the cliffs.

Archeological Sites

Several archeological sites exist within Del Mar according to the San Diego Museum of Man. Because vandalism may occur on these sites, information about their specific location should remain confidential except where owners of property containing such sites must be involved in their preservation. It can be said, however, that the following general areas contain one or more sites:

1. North bluff area west of Camino del Mar.
2. In the vicinity of Turf Road and Via de la Valle.
3. On the north slopes of the Del Mar hills above Jimmy Durante Boulevard.
4. On the northeast slopes of the Del Mar hills above San Dieguito Drive.
5. Torrey Pines Terrace area.
6. Del Mar Canyon area.

Air Quality

Air pollution is the inclusive term used to describe the smoke, dust, fumes, vapors, gases, ash and other waste products that collect in the air as a result of human or natural activities. Normally, the air pollutants are carried away by wind currents and dispersed into the atmosphere. However, when there is a temperature inversion, a ceiling of warm air forming above the cooler and heavier air near the ground, these pollutants are effectively trapped. They then may undergo a photochemical reaction triggered by the sun's rays, and thereby produce the phenomenon popularly referred to as "smog".

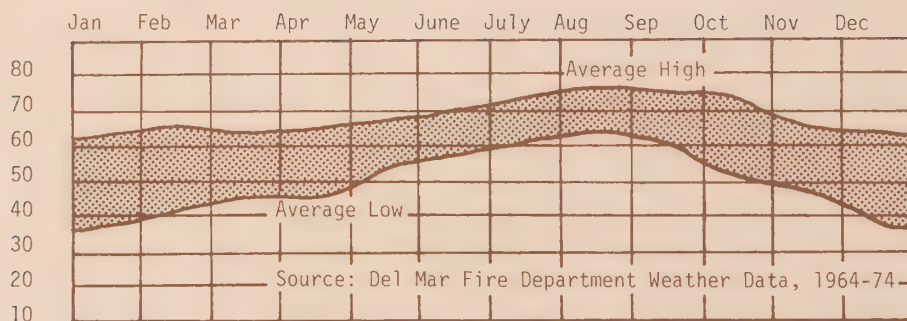
It has been estimated that 2500 tons of pollutants are dumped into the atmosphere from San Diego County daily. About 75 percent of this pollution comes from automobiles, with the remainder generated by industrial and commercial operations, open burning, and various other activities. California and the federal government have respectively set .10 and .08 parts of pollutants per million parts of air for one hour as the standard index of adverse air pollution. These standards are exceeded on many days of the year in San Diego, most often in the summer and fall. Environmental Protection Agency studies have characterized the San Diego Region as having the highest urban air pollution potential in the nation.

The San Diego Air Pollution Control District has monitored air quality rather comprehensively since 1972. It is evident from their data that 1974 air pollution (oxidants) in San Diego exceeded State and federal standards on approximately nine days.

The micro-meteorology of the Del Mar area is characterized by brisk sea breezes during the day and weak drawing winds at night and early morning. Inversions and stable conditions are common at night and early morning with the sea breeze becoming established at approximately 9 a.m.

The lack of existing or proposed potentially polluting industrial activities within or directly adjacent to the community results in the probability that the greatest internal threat to air quality in Del Mar would appear to be vehicular emissions. In order to accurately determine changes in air quality, efforts would have to be made to establish a monitoring location within the community.

temperature range



Goal 1

ESTABLISH WITHOUT DELAY A COMPREHENSIVE PROGRAM TO PRESERVE AND ACQUIRE PERMANENT OPEN SPACE SUFFICIENT TO MEET THE LONG-RANGE NEEDS OF THE COMMUNITY, PRESERVE AND ENHANCE NATURAL AND MAN-MADE RESOURCES, AND PROTECT AREAS SUSCEPTIBLE TO SEISMIC AND FLOODING HAZARDS.

Objectives and Policies

- A. SECURE SUFFICIENT LAND AS PERMANENT OPEN SPACE TO PRESERVE INTACT THE LOCALLY AND REGIONALLY SIGNIFICANT NATURAL ENVIRONMENTAL CHARACTERISTICS OF DEL MAR: BLUFFS, BEACH, CANYONS, OUTSTANDING GEOLOGICAL FORMATIONS, AND THE SAN DIEGUITO LAGOON.
- B. SECURE OPEN SPACE NECESSARY TO IDENTIFY DEL MAR AS A DISTINCT AND SEPARATE COMMUNITY, AND TO PROTECT SCENIC VISTAS OF COMMUNITY-WIDE IMPORTANCE.
- C. SECURE SUFFICIENT OPEN SPACE TO MEET RECOGNIZED STANDARDS FOR OUTDOOR RECREATION AND EDUCATION, INCLUDING LAND FOR SMALL NEIGHBORHOOD PARKS.
 - 1. Consider the Comprehensive Planning Organization's recreational standard of 15 acres per thousand inhabitants (including in the total the acreage of beach above mean sea level) in defining the needs of Del Mar.
 - 2. Protect open space areas to satisfy recreational needs or to preserve particularly unique natural features in specific neighborhoods.
- D. INSURE THAT ALL FUTURE DEVELOPMENT BE SUCH AS TO PRESERVE AN ATMOSPHERE OF OPENNESS, PRESERVE SCENIC VISTAS AND ACCESS TO PUBLIC OPEN SPACES, INCLUDING THE BLUFFS AND BEACH.
 - 1. Undertake a comprehensive survey and legal analysis of areas of potential public prescriptive rights throughout the city. Where such rights are believed to exist actively pursue the establishment and recognition of such rights through judicial proceedings as appropriate.
- E. PROTECT SPECIFIC OPEN SPACE AREAS AS SHOWN ON THE DEL MAR ENVIRONMENTAL MANAGEMENT PLAN.
 - 1. Preserve, as open space, areas such as the 100-year floodway and the beach bluffs west of the railroad tracks that are too hazardous to justify permanent construction.
 - 2. Preserve, as City-owned open space, areas desirable as City parks and preserves.
 - 3. Preserve, as open space, pending possible acquisition by other jurisdictions, areas of regional significance.
 - 4. Preserve and where necessary acquire easements for the protection of access to the beach and other public open space.
 - 5. Protect the scenic quality of the air space above the railroad tracks by allowing only railroad transportation and open space uses, and restrict stretches of right-of-way with adjacent landslide danger to single track usage.
 - 6. Control building, signing and paving on publicly owned open space so such use will not be objectionable to Del Mar residents.

F. AGGRESSIVELY DEVELOP BOTH INNOVATIVE AND CONVENTIONAL MEANS FOR IMPLEMENTING THE OPEN SPACE PROGRAM.

1. Insure that the implementation of the Open Space Program be one of the highest priority planning activities within the City government.
2. Establish and schedule revenue generating techniques sufficient to accomplish a permanent program of open space implementation aimed at achieving the goals explicit in this Plan. This program shall include the creation of an open space fund which will be used exclusively to buy land for public use.
 - a. Prepare a ballot measure to be submitted to the voters requesting approval of the mechanism for financing open space acquisition and improvements and the sources of revenues to be used for these purposes.
3. Control the impact of private development on areas designated as having open space sensitivities.
4. Require City approval prior to development of areas designated as neighborhood parks, so that if they are not acquired by the City, the neighborhood will have a reasonable period in which to form an assessment district following development application.
5. Establish special controls to protect the natural environment in areas of bluffs, slopes, and canyons having special conservation sensitivity. (See Precise Plan for Bluffs, Slopes and Canyons).

G. COOPERATE WITH OTHER JURISDICTIONS TO COORDINATE OPEN SPACE ACQUISITION AND PRESERVATION.

1. Encourage and support efforts of the City of San Diego to preserve sufficient open space within the Torrey Pines Community Planning Area that is adjacent to Del Mar.
2. Coordinate and request assistance from the Comprehensive Planning Organization, the State of California, the City of San Diego, San Diego County, and other jurisdictions in preserving areas of mutual concern.
3. Obtain community comment through the public hearing process on any proposal to encourage acquisition of land within the City of Del Mar Planning impact area by other jurisdictions.
4. CONSERVE THE NATURAL CHARACTER OF LAND, WATER, VEGETATIVE AND WILDLIFE RESOURCES WITHIN THE COMMUNITY.

1. Participate in regional and/or statewide efforts to evaluate and control beach and bluff erosion problems.
2. Prohibit the encroachment of private development on the public beach.
3. Prohibit the use of private vehicles on the public beach.
4. Insure that future development results in a minimum disturbance of existing or natural terrain and vegetation and does not create soil erosion, silting of lower slopes, slide damage, flooding problems and/or severe cutting or scarring.

I. RETAIN AND ENHANCE NATURAL BENEFITS WITHIN THE SAN DIEGUITO RIVER FLOODWAY AND LAGOON HABITAT.

1. Establish a comprehensive master plan and management program for the lagoon including biological productivity potential, health controls, future water supply, the preservation and enhancement of wildlife, and opportunities for educational and recreational enjoyment.
2. Land use policies established within the San Dieguito River Floodway and Lagoon Habitat should be consistent with the long-range goal of returning the entire area to the natural lagoon condition.
3. Identify public ownership and public use rights in the lagoon and tidelands and restrict therein uses inconsistent with such public rights.
- J. RESTORE ENVIRONMENTALLY DEGRADED AREAS TO THE HIGH QUALITY STANDARDS IMPLIED IN THE OBJECTIVES ABOVE.
- K. REQUIRE DEVELOPMENT IN AREAS OF ARCHEOLOGICAL SIGNIFICANCE TO BE REVIEWED BY THE CITY OF DEL MAR TO INSURE THAT SUCH USES DO NOT RESULT IN A PERMANENT DESTRUCTION OF ANY ARCHEOLOGICAL SITES OR CULTURAL INFORMATION.

L. REDUCE ENERGY CONSUMPTION AND ENCOURAGE MATERIAL RECYCLING.

1. Encourage the maximum feasible insulation in buildings.
2. Encourage energy efficient heating, lighting and ventilation systems and discourage completely air conditioned buildings in favor of buildings designed to maximize natural temperature regulating conditions (e.g., buildings with windows that open for ventilation).
3. Encourage an increased degree of energy self-sufficiency through such means as solar heating, particularly for swimming pools.
4. Establish and publicize a local recycling program for solid waste material.
5. Support statewide use of returnable beverage containers.

M. PROMOTE THE PRUDENT USE OF WATER RESOURCES BY ENCOURAGING NATURAL LANDSCAPING THAT REQUIRES LITTLE WATERING.

N. SUPPORT GASOLINE CONSERVATION ACTIVITIES SUCH AS CAR-POOLING AND PUBLIC TRANSPORTATION.

O. MINIMIZE THE LOSS OF LIFE AND DESTRUCTION OF PROPERTY FROM SEISMIC AND GEOLOGIC OCCURRENCES.

1. Develop a well-coordinated disaster plan which includes preparation for earthquakes, Tsunamis and storm waves.
2. Supplement and update geologic information available to the City.

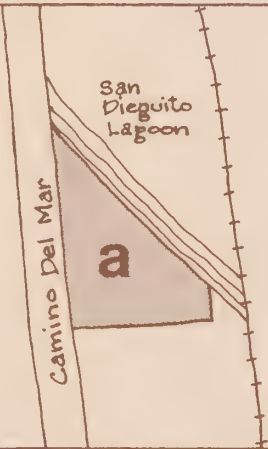
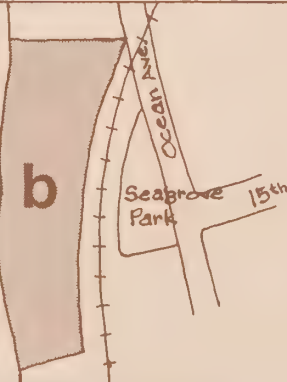
P. INSURE PUBLIC SAFETY WITHIN THE SAN DIEGUITO RIVER FLOOD PLAIN.

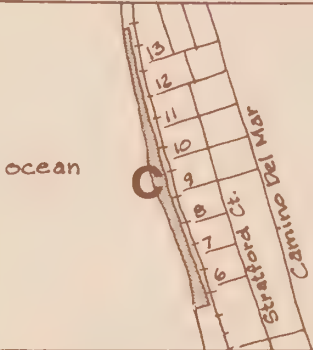
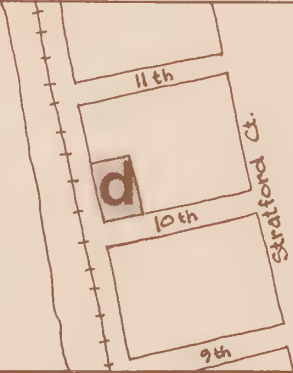
1. Prohibit structures in the floodway.
2. Locate proposed development so as to eliminate the need for protective construction such as seawalls, retaining walls, or flood control devices.
3. Discourage landfill, land removal, and structures within the flood plain that would limit water holding capacity or impede water movement so as to adversely effect other property.
4. Development in the flood-fringe shall sustain periodic flooding without creating public burdens by aggravating the flood problem or impeding flood storage capacity.

Specific Recommendations

Open space is critically important to preserve and enhance Del Mar's unique beauty and spaciousness. It is clear, however, that only a small proportion of the remaining open land can be acquired by public agencies. The great majority of the land will remain in private ownership, subject to local restrictions governing land uses and developments.

The following open space element is for the purpose of identifying areas desirable as open space. It confirms the City's intention to pursue the preservation of these areas by all means available to the City, i.e., gifts or donations, cooperation with other jurisdictions, development criteria to preserve the open space sensitivities, and possible purchase.

CHARACTER/SENSITIVITIES	DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES
 San Dieguito Lagoon Camino Del Mar a	°Directly adjacent to south side of San Dieguito Lagoon and east of Camino del Mar. Area = 3 acres. °Potential for land being held in the public trust (former tide-lands). °Liquefaction hazard. °Potential park/recreation site. °Potentially valuable to lagoon ecology. °Relatively flat. °Northern entrance point to the City. °Preserve public pedestrian trail adjacent to Lagoon. °Setback structures to maintain an open feeling along Lagoon. °Buffer zone adjacent to water not less than 50 feet wide. °Development should be compatible with lagoon environment.
 ocean b Seagrove Park 15th Ocean Ave	°Adjacent to Coast Boulevard, 15th Street and Seagrove Park. Area = 2.5 acres. °Unobstructed ocean views across site from 15th Street, Coast Boulevard, Seagrove Park. °Potential community park to expand Seagrove Park. °Relatively flat behind bluff line. °Centrally located to community. °Potential prescriptive public use rights. °Uses compatible and relating to beach oriented activities. °Setbacks from bluff line sufficient to protect structures against storm waves and beach bluff erosion without requiring seawall construction. °Single story height limit. °10% lot coverage. °Maximum public access.

	CHARACTER/SENSITIVITIES	DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES
	°Bluff top west of railroad between 6th and 15th Streets. Area = 18.4 acres. °Panoramic ocean views from 6th to 15th. °Access along and to the public beach. °Unsafe due to beach bluff erosion. °Large portions are relatively flat.	°Open space.
	°Foot of 10th Street, north side. Area = .4 acres. °Location of original Del Mar Hotel (Casa del Mar) and adjacent to historical area. °Picturesque trees. °Ocean views in a private setting. °Potential neighborhood park site. °Adjacent to ocean. °Relatively flat.	°Require city approval prior to development in order to allow neighborhood to form assessment district for acquisition. °Preserve existing trees. °Preserve views.
	°West of Camino del Mar and south of Stratford Court. Area = 3.4 acres. °Steep rugged canyon. °Natural vegetation/Torrey Pine trees. °Ocean and canyon views. °Geologic formation of regional value. °Adjacent to ocean. °Entrance to south end of city.	°No development within canyon. °Setback structures from canyon edge. °Minimize erosion into canyon from development.

CHARACTER/SENSITIVITIES

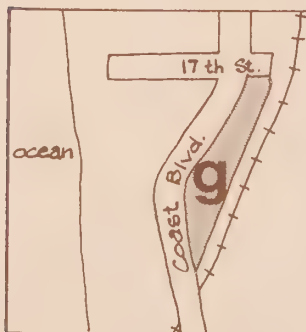
DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES



°Adjacent to Coast Boulevard, across from railroad station. Area = 2.2 acres.

- °Unobstructed ocean views across site from 15th Street, Coast Boulevard, Seagrove Park.
- °Potential community park to expand Seagrove Park.
- °Relatively flat.
- °Centrally located to community.

- °Uses compatible and relating to beach oriented activities.
- °Setbacks from bluff line sufficient to protect structures against storm waves and beach bluff erosion without requiring seawall construction.
- °Single story height limit.
- °10% lot coverage.
- °Maximum public access.



°East of Coast Boulevard and north of railroad station. Area = .7 acres.

- °Historically used for public beach parking.
- °Potential public easement established on site.
- °Potential floral park opposite railroad station.
- °Relatively flat.

- °10% lot coverage.
- °Single story height limit.



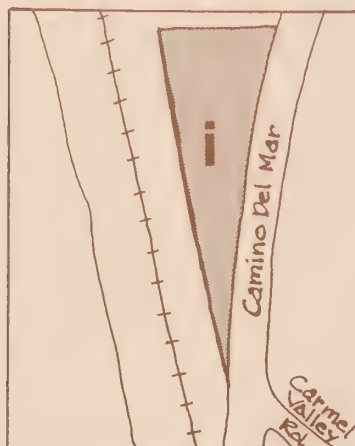
°South of Seagrove Park. Area = .7 acres.

- °Panoramic ocean views from site.
- °Directly adjacent to Seagrove Park.
- °Potential for Seagrove Park expansion with children's play area.
- °Relatively flat.
- °Centrally located to community.

- °Single story height limit.
- °Setback structures from park and bluffs.
- °Provide for public pedestrian access adjacent to bluffs.

CHARACTER/SENSITIVITIES

DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES



°South of Del Mar Canyon and west of Camino del Mar. Area = 2.2 acres.

- °Panoramic view of ocean from and across the site of regional significance.
- °Adjacent to ocean.
- °Relatively flat near Camino del Mar.
- °Almost adjacent to Torrey Pines State Park.
- °Preserves geographic identity of Del Mar.
- °Torrey Pine(s).
- °Access to beach bluffs.

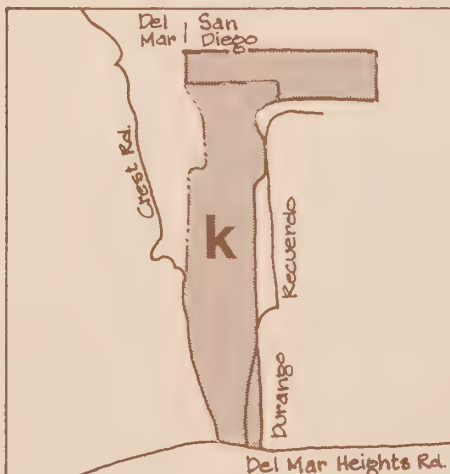
- °Single story.
- °Cluster to keep tip open.
- °Assure public pedestrian access to ocean and canyon vistas.
- °View protection from street and hill.



°Steep site on west edge of Crest Canyon. Area = 7 acres.

- °Scenic views of canyon and inland mountain from Crest Road across site.
- °Provide access to Crest Canyon.

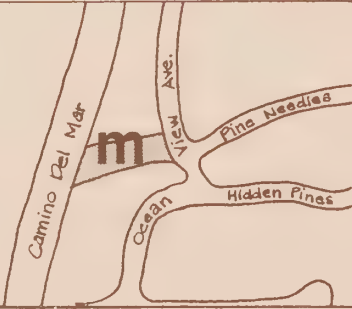
- °Maintain views by keeping roof lines below Crest Road.
- °Preserve public pedestrian trail to and along Crest Canyon.
- °Discourage improvement of Oribia Road for vehicular access.

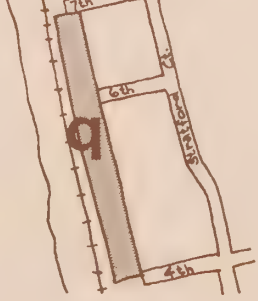


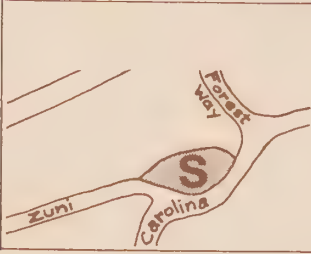
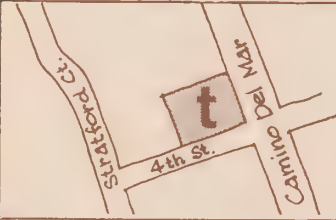
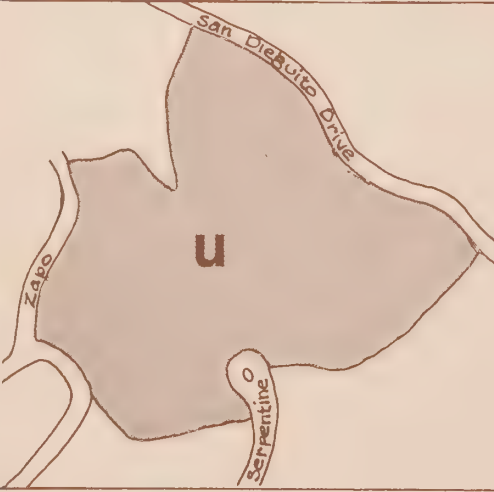
°Eastern edge of Del Mar. Area = 120 acres.

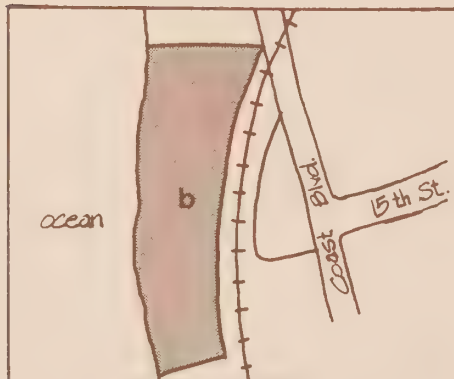
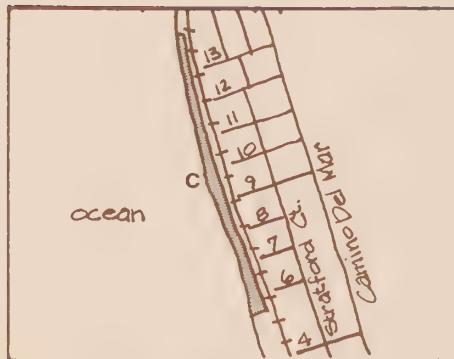
- °Open space of regional significance.
- °Wide range of native vegetation including Torrey Pines.
- °Wildlife.
- °Archaeological site.
- °Watershed for San Dieguito Lagoon.
- °Eastern buffer zone or green belt for Del Mar.
- °Hiking area.
- °Outstanding geologic formations of regional significance at north end.

- °Preserve north-south public pedestrian trail through canyon.
- °Preserve northern 30 acres as public open space.
- °Preserve open character of the site when viewed from canyon.
- °Scenic buffer for trail.

	CHARACTER/SENSITIVITIES	DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES
	°<u>"The Pinnacles" - Eastside of Cuchara between Rimini and Amphitheatre. Area = .1 acres.</u> °Outstanding rock formation, stand of trees and dense native shrubs. °Narrow scenic canyon.	°Preserve view corridor. °Require any construction above canyon to be set back from steep slopes of canyon. °Establish scenic easement to preserve rock formations and vegetation.
	°<u>Pine Needles - Ocean View Canyon between Camino del Mar and Ocean View Avenue. Area = .3 acres.</u> °Picturesque valley swale with Torrey Pines and vegetation. °Access of Torrey Pines Subdivision to beach. °Potential neighborhood park.	°Control drainage to reduce erosion. °Control height, setbacks, and coverage to preserve ocean vistas. °Require city approval prior to development in order to allow neighborhood to form assessment district for acquisition.
	°<u>Carmel Valley Bluff - South of Carmel Valley Road, adjacent to Los Penasquitos Lagoon. Area = 10 acres.</u> °Gentle slope facing lagoon. °Steep fill slope at NW corner. °Adjacent to Torrey Pines State Reserve. °Prominent area as viewed from Carmel Valley Road, railroad, and Coast Highway. °Environmentally sensitive relative to lagoon. °Small wild animal corridor.	°Large lot zoning and/or cluster development. °Setback requirements. °Scenic easements and restrictions.

	CHARACTER/SENSITIVITIES	DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES
	°East - West alley westside of Camino del Mar south of 15th Street.	°Prevent vehicular access. °Landscape/beautify. °Provide seating areas.
	°Between railroad right-of-way and Camino del Mar in vicinity of 17th and 18th Streets. Area = 3 acres. °Base of Zuni Canyon with native vegetation and shrubs. °Slopes.	°Preserve topography and vegetation.
	°Steep bluffs adjacent to railroad tracks from 4th to 7th Streets. Area = 3 acres.	°Preserve as railroad right-of-way.

	CHARACTER/SENSITIVITIES	DEVELOPMENT CRITERIA TO PRESERVE OPEN SPACE SENSITIVITIES
	° <u>Across from White Lodge. Area = .4 acres.</u> ° Large stand of Eucalyptus trees. ° Bluffs on site. ° Park-like neighborhood pedestrian use.	° Preserve as many Eucalyptus trees as possible. ° Preserve bluffs. ° Require city approval prior to development in order to allow neighborhood to form assessment district for acquisition.
	° <u>Northwest corner of Camino del Mar and 4th Street. Area = .9 acres.</u> ° Large stand of Eucalyptus trees. ° Scenic value to Camino del Mar. ° Gently sloping.	° Preserve as many Eucalyptus as possible. ° Require city approval prior to development in order to allow neighborhood to form assessment district for acquisition.
	° <u>"Snake Wall" property. Area = 20 acres.</u> ° Steeply sloped on east side. ° Rugged canyons and sandstone bluffs on western side. ° Native vegetation including Torrey Pines and native shrubs. ° Superb views to west, north and east from site. ° Provides prominent vista as seen from north, west and east. ° Important watershed for San Dieguito Lagoon habitat. ° Serves as hiking area.	° Preserve steep slopes and vegetation. ° Preserve open character of site when viewed from west, north and east. ° Restrict development to least sensitive portions of site. ° Protect views from top of site.

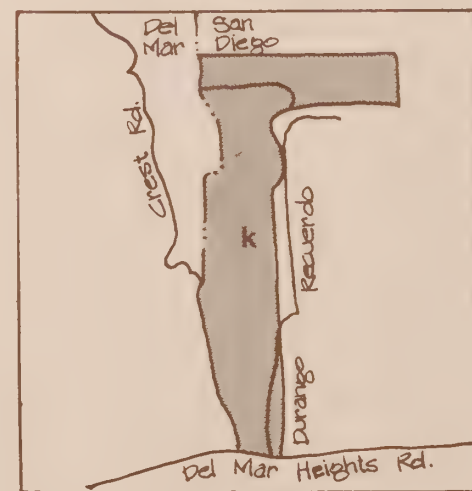
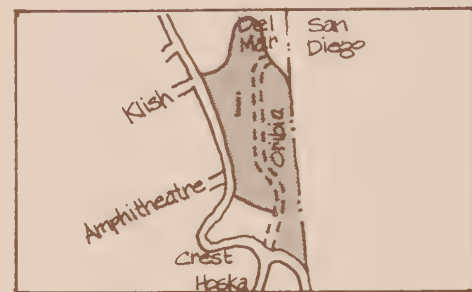


open space acquisition and implementation program

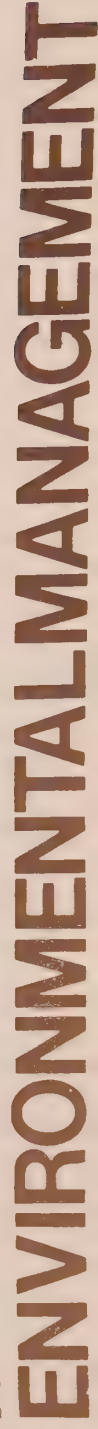
Supplemental to the regulation of private development of parcels in the Open Space Element, the City will attempt to finance the public acquisition and improvement of a limited number of the above-listed parcels. These parcels include:

- c** Bluff top west of railroad between 6th and 15th Streets: 18.4 acres.
- b** Adjacent to Coast Blvd and Seagrove Park: 2.5 acres.
- d** North side of the foot of 10th Street: .4 acres.
- h** South of Seagrove Park, adjacent to Ocean Avenue: .7 acres
- j** Steep site on west edge of Crest Canyon: 7 acres.
- k** Eastern edge of Del Mar, known as Crest Canyon: 120 acres.

In addition, the City should promptly provide the necessary improvements to control the man-made erosion of the Del Mar Bluff Preserve site, north of the mouth of the San Dieguito river, and to accommodate existing and future use by the public.



Existing Public Open Space
Open Space Sensitivity
San Dieguito Lagoon/Floodway
Bluffs, Slopes, and Canyons



Introduction

This section of the Plan identifies, evaluates, and makes recommendations regarding the location, capacity, and design of various modes of transportation within and around the community. It also considers the creation of pedestrian walkways, bicycle rights-of-way, public access to the beach, preservation of the existing character of residential streets, the elimination of unwanted noise created by transportation, and a goal to minimize air pollution.

Background

Public Transportation

Public transportation in Del Mar, as of 1974, consisted primarily of bus service and Amtrak rail service.

Some 47 acres of Del Mar land, furnishes the right-of-way for the Atchinson, Topeka and Santa Fe Railroad which operates a single track serving Los Angeles and San Diego. The right-of-way runs the full length of Del Mar at a width of 100 to 200 feet.

The Atchison, Topeka and Santa Fe passenger trains are under contract with the Amtrak System, and Del Mar serves as one of four stations between San Diego and Los Angeles, and travel time is two hours to Los Angeles and 30 minutes to San Diego. As of 1974, the Atchison, Topeka and Santa Fe plan to add two additional commuter trains between San Diego and Los Angeles per day in each direction.

The Greyhound Bus Lines provide direct bus service to San Diego 12 times per day with a travel time of 25 minutes. Service to Los Angeles and coastal communities is provided 13 times per day, has frequent stops, and takes four hours to reach downtown Los Angeles.

A commuter bus operated by the University of California at San Diego provides service between Del Mar and other north coast communities and the University of California campus six miles south of Del Mar.



Automobile Circulation

The major auto carrier in the Del Mar area is Interstate 5. This north-south freeway serves a continuous link between San Diego and the Canadian border, and closely parallels Del Mar's eastern border. Three turnoffs on Interstate 5 serve the City: Carmel Valley Road at the south end of town, Del Mar Heights Road near the center of the community, and Via de la Valle at the north end.

The major north-south traffic carrier within the City is Camino del Mar (old Highway 101). This coastal roadway extends from UC San Diego (six miles south of Del Mar) through Del Mar and north 12 miles to the City of Oceanside.

Average daily traffic on all of the above transportation routes is expected to increase significantly if the existing circulation network continues in its present form.

Interstate 5 - Traffic volumes on Interstate 5 have increased at an accelerated pace since its opening in 1966. The annual increase in vehicle trips per day between 1972 and 1973 was over 14 percent, and this rate is expected to continue, barring major gasoline shortages or successful mass transit systems, and be nearing its eight lane capacity by 1995.

Carmel Valley Road - Traffic volume on the two lane Carmel Valley Road between Interstate 5 and Camino del Mar was in excess of 4000 average daily trips in 1973. Increasing development adjacent to this road along with the accelerating usage of the Torrey Pines State Beach and Park area by non-residents is likely to create additional traffic volume, accident rates and congestion, and substantially reduce travel speeds. The proximity of this road to the Penasquitos Lagoon is a limiting factor on potential future road widening and street improvements.

Camino del Mar - This major north-south street is clearly the focus of vehicular circulation within the community. The amount of traffic on Camino del Mar decreased significantly in 1966 following the completion of Interstate 5 (which allowed major north-south traffic to bypass the community), but began a steady climb back toward the previous volumes due to increasing development along the north county coast. An origin-destination study completed by the City of Del Mar in 1973 indicated that over 40 percent of the traffic on Camino del Mar was for through trips.

Del Mar Heights Road - Del Mar Heights Road served as the most heavily used access road between Interstate 5 and Del Mar in 1974, with traffic volume closer to the freeway being far greater than that near Camino del Mar. The proposed neighborhood shopping center on Mango Drive near Interstate 5, along with increasing residential development in close proximity to Del Mar Heights Road, is likely to substantially increase traffic volumes in the future.

Via de la Valle/Turf Road/Jimmy Durante Boulevard - Via de la Valle serves as a major access corridor between southern Solana Beach, the northern edge of Del Mar and Interstate 5. The two lane design handled over 3000 vehicles per day in 1973 and is expected to carry three times that amount by 1995. This increase would be created by development allowed by San Diego County land use plans.

Turf Road and Jimmy Durante Boulevard connect identical points in a nearly parallel fashion and provide a northerly entrance and exit between Interstate 5 and the Del Mar community. Visitors to the Del Mar Race Track and Fairgrounds congest these roads severely during the summer months, and create the need for special policing at the five points intersection formed by Jimmy Durante, Turf Road, Via de la Valle and Stevens Road.



traffic volume

average daily trips

1973
1975

source: city of san diego
planning department



Local Streets - Streets other than those listed above fall into either the "collector" or "neighborhood" category. Collector streets include Stratford Court, Coast Boulevard, 15th Street and Crest Road, and generally carry traffic volumes between major and neighborhood streets while principally serving local traffic.

Nearly all of the streets serving internal circulation have an informal "country road" feeling due to the lack of sidewalks, curbs, and gutters, and the growth of private landscaping along the edges of the pavement. This aspect of street design is felt by the community to be a positive aesthetic feature worthy of preservation.

Scenic Roadways

There are six principal roadways within Del Mar which serve as scenic corridors.

1. **Camino del Mar.** Both north and south bound travelers have an opportunity to view the ocean and the coastline at numerous localities.
2. **Turf Road.** Persons proceeding south along this road are able to view the San Dieguito River Valley area at close range as well as Crest Canyon and the rugged north bluffs and slopes of the Del Mar hills in the distance.
3. **Crest Road.** This north-south access road along Del Mar's eastern boundary provides road users with views of Crest Canyon and the inland San Dieguito River Basin.
4. **Carmel Valley Road.** This road connects Camino del Mar with Interstate 5 and parallels the northern edge of the Los Peñasquitos Lagoon.
5. **Coast Boulevard.** This ocean front road between 15th and 17th Streets provides panoramic vistas of the ocean.
6. **Del Mar Heights Road.** This road provides travelers entering Del Mar with a northerly view down Crest Canyon to the San Dieguito River Valley and panoramic vistas of the Pacific Ocean.

Bicycle Activity

Major bicycle traffic occurs along Camino del Mar. This includes primarily through traffic along the coastal communities. The use of bicycles within the community accelerated in the early 1970's, and as of 1974 no designated bikeways or trails were available within Del Mar; bicyclists were obliged to use existing street rights-of-way, creating serious conflicts with the automobile.

Pedestrian Circulation

Major pedestrian circulation within Del Mar occurs along existing street rights-of-way. With the exception of those streets in the downtown area that have sidewalks, pedestrian movement is along, or on the edge of, paved streets.

A few "ad hoc" pedestrian trails exist within the hill areas of Del Mar. Many of these trails are located along unimproved city right-of-way. Along the beach bluff south of 11th Street, walkways exist on both sides of the railroad right-of-way. These receive extensive use at all seasons.





Noise

Noise is defined as unwanted sound and is becoming an increasingly severe nuisance and damaging pollutant in the environment.

Noise is a pollutant which mainly affects the mind and senses. The damage noise inflicts can range from loss of concentration to loss of hearing, and the extent of damage depends upon the intensity of the noise and the length of exposure. It has been found that exposure to noise of 90 decibels for eight hours or 115 decibels for a quarter hour will produce hearing damage. Noise causes physiological stress in people beginning at 65 decibels and becomes pronounced at 80 to 85 decibels. About a quarter of the population suffer sleep disturbance if noise levels exceed 45 decibels.

The major source of community noise in Del Mar is caused by train movement and motorized road vehicles, i.e., motorcycles, trucks, and automobiles.

The amount of noise generated by trains as well as by vehicles on Camino del Mar has been the subject of investigation, and noise levels have been established in relation to distance from the source and as a function of time. While noise from the railroad is periodic, the noise from Camino del Mar is relatively constant. The 65 decibel contours were mapped for the sake of clarity in interpretation of noise exposure and because 65 decibels is the maximum level considered compatible with unrestricted residential usage.



Goal 2

MINIMIZE THE IMPACT OF THE AUTOMOBILE ON THE CHARACTER OF DEL MAR AND EMPHASIZE A MORE PEDESTRIAN ORIENTED ENVIRONMENT, SAFER SIDEWALKS, LANDSCAPED BUFFER ZONES, AND ALTERNATE MEANS OF TRANSPORTATION.

Objectives and Policies

- A. ENCOURAGE A PEDESTRIAN-ORIENTED, NON-MOTORIZED COMMUNITY BY DEVELOPING A SYSTEM OF BICYCLE RIGHTS-OF-WAY AND PEDESTRIAN PATHS, AND DISCOURAGING HIGH SPEED TRAFFIC ALONG CITY STREETS.
 - 1. Redesign Camino del Mar to improve its appearance as a scenic coastal route and accommodate low-speed vehicular traffic.
 - 2. Improve the safety of Camino del Mar pedestrian crossings, particularly in the north and south ends of the community.
 - 3. Provide a continuous north-south bicycle network through the City.
 - 4. Preserve and improve pedestrian access to and along beaches and sea cliffs by use of all public rights-of-way and prescriptive public easements.
 - 5. Encourage all unimproved public rights-of-way to be used solely for pedestrian movement unless absolutely necessary for vehicular access.
 - 6. Oppose any attempts to widen Carmel Valley Road.
- B. FACILITATE THE MOVEMENT OF TRAFFIC IN A SAFE AND UNCONGESTED MANNER CONSISTENT WITH A PEDESTRIAN-ORIENTED COMMUNITY.
 - 1. Encourage the development of an improved intersection design at Via de la Valle, Stevens Street, Turf Road and Jimmy Durante Boulevard.
- C. ENCOURAGE ALTERNATE SOLUTIONS TO THE TRANSPORTATION NEEDS OF DEL MAR SUCH AS LOCAL TRANSIT AND DELIVERY SYSTEMS AND REGIONAL RAPID TRANSIT.
 - 1. Consider the feasibility of a local transit system serving residential areas, the downtown commercial area, the beach, the fairgrounds and racetrack, and railroad station.
 - 2. Support the expansion of convenient bus or other transit service between Del Mar and downtown San Diego.
 - 3. Encourage and participate in the initiation of a long-range regional multi-modal transportation system.
- D. REDUCE THE LEVEL OF NOISE CREATED BY MAJOR TRANSPORTATION ROUTES IN THE COMMUNITY.
 - 1. Limit the speed of vehicular traffic along City streets, particularly Camino del Mar.
 - 2. Encourage sound reduction construction techniques in new buildings within the 65 decibel boundaries adjacent to Camino del Mar and the railroad right-of-way.
- E. MINIMIZE AIR POLLUTION BY ENCOURAGING ALTERNATIVES TO THE USE OF THE AUTOMOBILE.

Specific Recommendations

The Goals, Objectives, and Policies of the Transportation Section of the Del Mar Community Plan reflect the desires of Del Mar and the official commitment of the City to implement those desires. In addition to the general recommendations embodied in the listed policies, more specific recommendations are set forth below to aid in carrying out the intentions embodied in the Goals and Objectives.

Camino Del Mar

The resurgence of traffic on Camino del Mar poses a serious threat to the community as a whole. In keeping with the character of the village, the Plan proposes changing Camino del Mar back to a residential street. This will create both a more pleasing environment and a safer street for Del Mar's citizens. Proposed changes, set forth in a precise plan, are intended to limit the flow of through traffic, provide increased parking, encourage pedestrian traffic from the residential areas of downtown, and accommodate the expanding bicycle traffic. It is also anticipated that the visual and physical character of the street will be improved by adding such amenities as landscaping and benches.

Turf Road

Congestion problems created by activities at the Del Mar Racetrack and Fairgrounds should be resolved through the development of a circulation program in the vicinity of Turf Road that is compatible with the San Dieguito Lagoon environment. This could include widening Turf Road between Via de la Valle and the entrance to the parking lots. An additional desire would be to allow the possibility of closing that portion of Jimmy Durante Boulevard between the Fairgrounds and its parking lot to through motorized traffic. A final consideration would be to landscape Turf Road and the parking lots. Any efforts of

these types should be done with the participation and cooperation of the 22nd Agricultural District.

Other Streets

The specific recommendations which deal with various individual streets and street segments are set forth in a precise plan. The purpose of this precise plan is to provide a more pleasing environment for automobiles, pedestrians, and cyclists.

Streets outside Del Mar

In regard to circulation elements which have a critical impact upon Del Mar but which are located outside the City boundaries, it is recommended that the City help guide the planning of these circulation elements through proper concerted actions and by working in cooperation with the other governmental agencies concerned. Specific recommendations follow.

Del Mar Heights Road - The City of Del Mar should recommend to the City of San Diego and the San Dieguito School District that bicycle rights-of-way be constructed on Del Mar Heights Road from Camino del Mar to the elementary schools and to Torrey Pines High School.

Vive Points Intersection - This intersection of Jimmy Durante Boulevard, Turf Road, Via de la Valle, and Stevens Street does not, unfortunately, come under the jurisdiction of Del Mar. During summer months it is one of the City's primary traffic problems. Because of the complexity of the circulation at Five Points, and because so many governmental bodies and private parties are involved, it is recommended that the Del Mar City Council act to establish an intergovernmental committee to ensure necessary cooperation in developing a solution to this traffic problem.

Local and Rapid Transit

Del Mar is unlikely to evolve into a primarily pedestrian-oriented community until a local transit system has been developed and integrated into a regional transit system. This would end both residents' and visitors' dependence on the automobile and the potential for enjoying the City would be enhanced. The realization of a pedestrian-oriented community will, however, require substantial changes in present living patterns, which are likely to occur only slowly as citizens gradually learn to enjoy those unique environmental assets which constitute Del Mar.

Local Transit System - The City should consider the feasibility of initiating a local transit system. The system could be demand activated and able to operate throughout the City and neighboring areas with no established routes. The system should serve Torrey Pines Terrace and Del Mar Heights and Hills, as well as Del Mar, providing transportation for people wishing to go to the beach, Del Mar shops, the railroad station, the fairgrounds and racetrack. The expanded service could be justified, both from an economic and practical basis, as these surrounding areas have direct impact on Del Mar's traffic problems. The system could be initiated on a trial basis, with the leasing of one bus. The City's existing communication network could be utilized for dispatching. The bus should accommodate 12 to 18 passengers and be equipped to handle packages, surfboards, bicycles, wheelchairs, and baby buggies. Information gathered during the trial period of operation of the system would aid in formulating means of operating a permanent local transportation system.

It might also be beneficial to explore the possibility of using the 22nd Agricultural District parking lot as a terminal for mini-bus shuttle service. This lot could be used by visitors to Del Mar and alleviate traffic and parking problems in the downtown area and adjacent to the beach. This terminal

could be particularly efficient if a regional rapid transit station was situated near the Fairgrounds parking lot.

Regional Rapid Transit System - The City should work with the agencies involved, such as the University, whose students run the Coast Cruiser, to encourage the expansion of existing systems in providing needed transportation. The City should work closely with the San Diego Comprehensive Planning Organization (CPO) and the San Diego Rapid Transit District (RTD) to encourage the expansion of RTD bus service to Del Mar and the coastal communities to the north. All mass transit systems of these types should be encouraged to use existing rights-of-way in the Del Mar area. The CPO proposed transportation programs should be thoroughly reviewed, and the City should provide input to CPO regarding this far-reaching approach to regional transit. If the radial corridor transit system is adopted, stations serving Del Mar and the adjoining communities should be located at the Del Mar Fairgrounds to the north and in the area between Del Mar Terrace and Sorrento Valley on the south. Provisions should be made in the village center to establish a centralized north and south bound bus stop serving the Coast Cruiser, Greyhound, and the future San Diego RTD buses. Benches, directories, landscaping, and other amenities should be provided at these locations.

Priorities and Implementation

To implement the various circulation recommendations detailed above will require substantial commitment of City funds. Since it is neither desirable nor possible to implement all of the above recommendations at the same time, the following priorities are presented as a guide.

1. Camino del Mar, because of numerous accidents including one fatal accident, should receive top priority, particularly in the

northern and southern sections. The City should immediately reduce travel lanes to one in each direction using double lining with paint, rumble strips, or any other suitable method to show the automobile and bicycle lanes, parking areas and walkways. The cost should be kept low. The benefits should be apparent within a very short time. In addition, consideration should be given to establishing a pedestrian activated crossing light between 25th and 27th Streets.

2. The central section of Camino del Mar should be immediately studied in detail to determine the feasibility of various design alternatives. These alternatives would include the possibility of reducing travel lanes to one in each direction, providing for bicycle rights-of-way and parking, considering emergency vehicle access, and allowing for a widening of existing sidewalks together with beautification such as street trees, landscaping, and low-intensity lighting.
3. The City should soon begin investigating a mini-bus. Besides collecting data from other cities using mini-buses, the City should poll the residents as to potential users.
4. After evaluation of the temporary modification of Camino del Mar, permanent improvements should be made.
5. As funds permit, the City should implement the acquisition of permanent rights-of-way for access from the bluffs to the beach and for bicycle parking at the recommended locations.

Beach Access / Bicycle Routes / Walkways

As an addition to the above recommendations which have dealt with general automobile, pedestrian and bicycling circulation problems, the following recommendations are addressed to a concern that the City maintain its present character as represented by the natural state of the street ends at the beaches and bluffs. In order to increase citizens' enjoyment of the City's assets, recommendations are made for better access to the beaches and bluffs, for hiking trails, bicycle parking areas, and expanded opportunities for strolling throughout the village.

Bicycle Parking Areas - It is recommended that the following areas, among others, should have permanent parking racks with facilities for locking bicycles: Del Mar Plaza, Stratford Square, Canterbury Corners, City Hall, the Lifeguard Station areas, Seagrove Park, and the end of 11th Street. In addition, it is recommended that the City of Del Mar request the State to construct bicycle facilities at Torrey Pines Park.

Street Ends: Beach area from 18th through 29th Streets - The need for additional beach parking has raised the question of using the street ends for this purpose. However, not enough spaces would be created by formally marking out parking areas to make this worthwhile and, in view of the loss of natural open space which formal parking would create, it is recommended that the street ends be left in their present state.

Bluffs to Beach Access - It is recommended that rights-of-way be obtained and that steps and paved paths be developed down the bluffs to the beach near Seagrove Park, 11th Street, Fourth Street, and on both sides of the mouth of the San Dieguito River.

Alleyways - The City should establish a program to clean up and identify those City alleys and other existing rights-of-way which are generally scenic and serve as convenient foot paths for residents. Residents should be encouraged to improve the visual character of these areas by planting and maintaining flowers and shrubs.

Bridle Paths - The City should consider being a part of any regional bridle path system that serves the San Dieguito River Valley.

- Improved Intersection Design
- One Travel Lane-Each Direction
- Bicycle Right-of-Way
- Scenic Protection Areas
- Improved Pedestrian Access



Introduction

This section of the Plan identifies, evaluates, and makes recommendations that will result in the development of a community which protects and enhances environmental qualities, is economically viable, and encourages social balance, interaction, and harmony.

Background

Land in Del Mar, as in communities all over America, is a resource of great and increasing value. Relentless demands for housing, commercial enterprise, civic improvement, open space, and transportation are putting unprecedented pressures on local governments to better manage land use. Three contrasting interests enter into this debate: home residents who feel that the character of their neighborhoods is threatened by overscale housing and commercial development; land developers who find their future profits threatened by unanticipated new regulations; and the public at large who see rents rising, property prices and taxes soaring, and vacant land vanishing.

This plan was developed and considered in an atmosphere of widespread concern over the extraordinarily rapid land development now occurring along the Southern California coastline. As with the larger coastal communities, Del Mar has been involved in disagreement over what constitutes appropriate land use. This disagreement has been in evidence at meetings of the Planning Commission and City Council both in regard to specific land development projects and proposed new ordinances regulating land use. At public hearings the three interests noted above have all been represented.

The citizens of Del Mar who were involved in developing the Plan were aware that environmental resources are fragile, limited, and endangered by man's propensity to despoil them more rapidly than they can be renewed or sustained. It is clear that individual actions, if taken without regard for such dangers, and without consideration for the overall and long range community interest, may seriously abuse the living qualities of our environment, destroy unique beauty, and promote unreasonable congestion, pollution, and noise, to the detriment of present and future generations.



generalized existing land uses

-  single family
-  duplex-single family mix
-  multiple family
-  commercial service

Central to this Community Plan is the principle that the interest of the community at large should be steadfastly protected within the framework of the essential rights of individual residents and property owners. In implementing the the Plan, conflicts are likely to arise between private and public interests, and between the needs of those who primarily regard their property as a place for living and working and those who regard it as a commodity to be exploited for profit. It is intended that such conflicts be resolved on the basis of comprehensive and long-term concerns, and under no circumstances should decisions be specifically directed to benefit individuals of the community but not others.

A broad-based concern for proper land use is especially important for Del Mar because of the community's regional significance as part of the coastal land of California. It should not be forgotten that the village qualities of sea-side communities like Del Mar are appreciated by people of all California and even of nearby states.

Historically, although Del Mar has developed as a community of predominantly single family homes, the citizens of Del Mar have permitted a considerable proportion of multiple housing units to be built within their village. While desiring to maintain this traditional tolerance for varied housing opportunities, the community should not allow its living qualities to be threatened by a trend toward excessively crowded housing. To check this trend by regulation requires that the city determine a proper housing distribution for the future and establish mechanisms for achieving this.

It is clear that attempts to protect and restore community values by restricting land use is justified on moral grounds, and that under present circumstances residents and property owners in Del Mar should be obliged to adapt to patterns of land use which accord with comprehensive community interests, both short range and long range. Community interests ought to

prevail in matters of housing density, protection of aesthetic and environmental qualities, access to community amenities, and the availability of housing for diverse social and economic groups. Only by seeking and meeting the goals and responsibilities of the community as a whole can the greatest number of individuals be assured the highest quality of life possible.

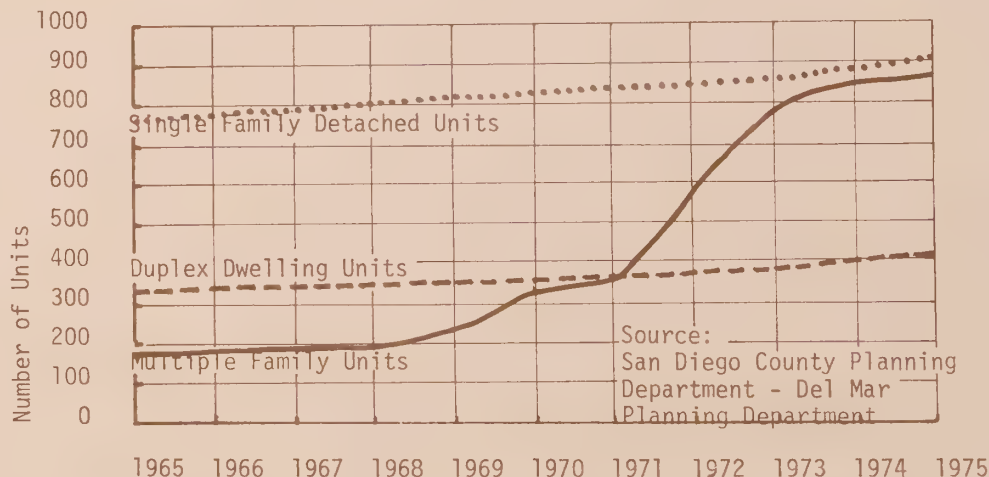
Plans calling for the management of growth and/or land use are often challenged as to their socio-economic impact. It is clear that any policies in the Del Mar Community Plan must balance environmental concerns with the preservation and future provision of housing for diverse age-and socio-economic groups within the community with a concern for the preservation of Del Mar's economic integrity.

percentage of multiple family dwelling units by jurisdiction-1973

Del Mar	48%
National City	41%
Coronado	40%
El Cajon	39%
Carlsbad	37%
La Mesa	37%
Imperial Beach	34%
Chula Vista	32%
Oceanside	28%
Escondido	27%
San Diego	27%
San Marcos	16%
Vista	16%

Source: "Population and Housing" (7/1/73)
San Diego County Planning Dept.

housing mix in del mar-past and present





In order to better understand the diversity of land uses and existing conditions within Del Mar, specific districts have been established and evaluated.

North Bluff District

This area includes approximately nine acres of land at the southern termination of the Solana Beach coastal bluff north of the San Dieguito River mouth. It includes a four acre city-owned natural preserve known as the Del Mar Bluff Preserve and a vacant parcel of land upon which there is an agreement between the land owner and the City that limited very low density residential development may occur.

Valley District

The Valley District is the site of the Del Mar Racetrack and Fairgrounds, as well as the San Dieguito River, and contains the only industrial activities in the City. Nearly all of this planning district is located in the San Dieguito River Floodplain.

North Hills District

Most of the existing low density residential development of Del Mar lies within this district. Winding streets, steep sites, relatively large lots, and informal, small and moderate-sized single family homes typify this area. In the western portion of this district, just east of Camino del Mar, the land is more even, however, and has been partially developed in medium density residential uses. Toward the east, but still within the planning area, the land breaks away in a steep escarpment facing Crest Canyon and the San Dieguito Valley. Here the naturally eroded sandstone cliffs and canyons support abundant native vegetation in an unusually picturesque landscape which together with Crest Canyon, serves as a buffer from adjacent San Diego City lands. The escarpment also provides potential park land and outstanding vistas from Crest Canyon and Interstate 5.

South Hills District

This planning area consists of relatively new low density single family development.

South Bluff District

This district consists principally of a rugged topography of canyons and bluffs and contains a major part of the undeveloped land remaining in Del Mar outside of the San Dieguito flood plain.

That portion of the area west of Camino del Mar and north of the Del Mar Canyon is characterized by mostly vacant land east of Stratford Court and two single family residences west of Stratford. The land is characterized by gentle slopes falling toward the ocean, medium dense groves of Eucalyptus trees and a high erodability potential, particularly near the western edges of the property.

That portion of the area which slopes to the south and faces the Torrey Pines State Park has been designated by the Comprehensive Planning Organization as having unique or outstanding vistas. It cannot be built upon to conventional standards without extensive alteration of the terrain. The precipitous canyon south of Stratford Court poses equally serious problems to development.

South Beach District

This area bounded by 15th Street on the north, the Village Center District and Camino del Mar on the east, the edge of apartments and condominium development (approximately 600 feet south of 4th Street) on the south and beach bluffs on the west is composed of a mixture of single family, duplex and high density multiple family residential development.

As in the north beach area, a large percentage of rental housing is available in this area, and attempts have been made in recent years to convert existing apartment structures to condominium ownership and to redevelop lower density structures to higher density and more expensive housing.

That portion of the area south of Fourth Street is characterized by high density apartment and condominium development that has nearly completely blocked ocean views from Stratford Court.

North Beach District

This planning area comprises approximately one mile of beach frontage including the mouth of the San Dieguito River and extends inland to the Atcheson, Topeka and Santa Fe Railroad right-of-way and is one of the oldest and highest density residential areas in the city. Present development is mixed with single family residences predominating near the ocean, and mixed single family and multiple units farther east. Land development is marked by a gridiron pattern, rather narrow streets (except Camino del Mar and Coast Boulevard), and small lots. This area of Del Mar is most influenced by its proximity to the beach. At times in the summer, streets in the area are inundated with out of town automobiles seeking places to park near the beach. Camino del Mar, which bisects this area in a north-south direction, creates a major hazard for pedestrian beach access safety.

A comparatively large percentage of transient housing is available within this planning area. During the year much of this transient housing changes from occupancy by students and moderate income families in off-season months to wealthy tourists (often affiliated with the racetrack) or the property owners themselves during the summer. There have been attempts to convert existing apartment structures within this area into condominium ownership. The effect of this conversion process would be to minimize the availability of badly needed rental housing and force the relocation of present tenants who were either not willing or able to become owners.

Village Center District (Downtown)

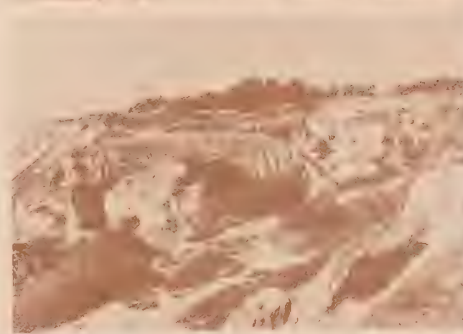
The Village Center District is the heart of the Del Mar community. Unlike modern shopping centers in California, it has a human richness derived from families, friends, and neighbors who live nearby, many within walking distance. The area presently contains a diversity of land uses and physical quality. Retail activities within the district is physically segregated into three separate areas: The original center of commercial activity, located on the southwest corner of Camino del Mar and 15th Street; the Del Mar Plaza Shopping Center at the northeast corner of Camino del Mar and 15th Street; and scattered new specialty shops located between 10th and 13th Streets along Camino del Mar.

In addition to retail activities, office development is a dominant use in the Village Center District. As of June 1974, there was a nearly equal amount of office floor area (90,000 square feet) and retail floor area (88,000 square feet) within the District. In recent years the growth rate of office development has substantially exceeded that of retail floor space. The economic vitality of the retail activities in the Village Center varies substantially within each year, with sales during the summer quarter generally equalling the amount collected during the other three quarters of the year.

Surveys of resident attitudes in Del Mar reveal an ambivalent desire for more goods and services, but without appreciable further commercial development. The amount of commercial floor space needed by a community can be estimated in different ways depending upon the individual community. An overriding consideration in determining floor area needs for Del Mar is a basically residential community of a size that cannot possibly supply a full range of stores to satisfy all the wants of its residents. Equally relevant is that nearby North County communities with more available land and larger populations are developing regional shopping centers which offer a full spectrum of goods and services. There is also the complicating question

of how commercial space should be apportioned between retail and office use. In the ultimate analysis, all statistical rules of thumb for determining space needs, such as per capita retail sales, floor space, or income per capita, must be tempered by the perspective offered above.

Surveys have further indicated that the lack of parking within the Village Center is felt to be a problem by Del Mar residents. The problem is usually identified with Camino del Mar from 13th Street to 15th Street, and 15th Street from Stratford Court to the Plaza Shopping Center. This problem area is essentially fully developed, necessitating solutions involving pocket parking within or outside the area, using the existing street right-of-way for parking, or establishing a mini-transit system thereby minimizing the need for the private auto.



Goal 3

PRESERVE AND ENHANCE DEL MAR'S SPECIAL RESIDENTIAL CHARACTER AND SMALL TOWN ATMOSPHERE WITH ITS HARMONIOUS BLENDING OF BUILDINGS AND LANDSCAPE IN PROXIMITY TO A BEAUTIFUL SHORELINE.

Objectives and Policies

- A. MAINTAIN A LOW DENSITY RESIDENTIAL CHARACTER AND ALLOW ONLY ONE AND TWO STORY LOW MASS INTENSITY DEVELOPMENT IN RESIDENTIAL AREAS.
 1. Enact appropriate land use controls consistent with the Community Development Plan.
 2. Limit floor area allowances and require adequate side yards in single family and duplex neighborhoods to conform with the norm of existing development in established neighborhoods of like usage.
 3. Limit excessive scale and bulk by establishing a maximum floor area to lot ratio in multiple family neighborhoods.
 4. Limit building height to two stories in all residential areas, prohibit three story facades, and encourage single story development in areas where two story construction would be disruptive to neighborhood character and scale of development.
 5. Prevent further massing of closely spaced residential structures along Camino del Mar south of the commercial area by requiring substantially wider side yards.
6. Establish sufficient controls on yard requirements of irregularly shaped lots and lots which lack street frontage to overcome tendency toward overcrowding, loss of privacy to nearby lots, and blockage of views.
- B. INSURE THAT FUTURE DEVELOPMENT, WHETHER COMMERCIAL OR RESIDENTIAL, DOES NOT DETRACT FROM HIGH QUALITY VISTAS AND TERRAIN, EITHER BY BLOCKING VIEWS OR DISTURBING NATURAL TOPOGRAPHY, MATURE TREES, OR NATIVE GROWTH.
 1. Strengthen height controls to protect scenic vistas from both private and public areas. Construction in areas of view sensitivity should require design approval to insure protection, in an equitable manner, of the right to view scenic vistas from both near and far.
- C. ADOPT STRONG POSITIVE CONTROLS TO PREVENT FUTURE COMMERCIAL DEVELOPMENT WHICH IS INCOMPATIBLE WITH THE DESIRED RESIDENTIAL CHARACTER OF THE COMMUNITY.

D. PRESERVE EXISTING AND INSURE
ADEQUATE HOUSING FOR DIVERSE AGE AND
SOCIO-ECONOMIC GROUPS WITHIN THE
COMMUNITY.

1. Protect existing moderate cost housing from unnecessary redevelopment to more expensive housing by implementing the floor area recommendations listed above.
2. Become part of a local or regional housing authority as originally defined in the 1970 State Housing Act.
3. Discourage the conversion of apartment units to residential condominiums so long as the vacancy factor in apartments throughout the City is less than that for residential condominiums.

E. PROTECT AND ENHANCE HUMAN SCALE,
WARMTH, CHARM, INTEREST, TEXTURE,
PEDESTRIAN INVOLVEMENT AND LAND-
SCAPING.

1. Discourage inharmonious, bizarre, or out-of-scale development which will cause new development to stand out in excess of its public importance.
2. Initiate a tree planting and maintenance program along major city streets.
3. Discourage the construction of sidewalks and concrete curbs within residential areas unless absolutely necessary for pedestrian safety and/or drainage.
4. Initiate a continuous program of replacing overhead utility distribution equipment with an underground system.
5. Protect notable landmarks and structures of historic value to the community by requiring City approval prior to exterior remodeling or demolition.
6. Preserve old residences and the historic values within the area from 8th to 13th Street near Stratford Court by implementing a historic district zone or a precise plan for the area.

Goal 4

FOCUS MAJOR RETAIL AND OFFICE ACTIVITY INTO ONE ECONOMICALLY VIABLE, PEDESTRIAN ORIENTED, AND ATTRACTIVE AREA THAT SERVES THE NEEDS OF BOTH RESIDENTS AND VISITORS AND IS WELL INTEGRATED INTO THE RESIDENTIAL FABRIC OF THE COMMUNITY.

Objectives and Policies

- A. ENCOURAGE QUALITY RESIDENT-ORIENTED BUSINESSES WHICH SERVE THE INTELLECTUAL, SOCIAL, AND MATERIAL NEEDS OF THE LOCAL COMMUNITY.
 1. Encourage retail oriented commercial within the downtown area.
- B. INSURE THAT THE DOWNTOWN AREA IS WELL INTEGRATED INTO THE RESIDENTIAL FABRIC OF THE COMMUNITY.
 1. Encourage alternatives to the use of the automobile for tourist access to the downtown.
 2. Discourage high volume or evening commercial activity on the perimeter of the downtown area that may be detrimental to the liveability of adjacent residential areas.
 3. Explore mixed residential-commercial land uses within the commercial area that is adjacent to Stratford Court.
 4. Allow mixed residential-commercial land uses within other areas of the commercially zoned downtown area.
 5. Establish strict limits on noise within the downtown area.
- C. CREATE A PEDESTRIAN ORIENTED DOWNTOWN WHICH GROUPS RETAIL SERVICES WITH FACILITIES FOR CIVIC AND COMMUNITY ACTIVITIES.
 1. Maintain commercial uses within the retail core composed primarily of retail sales and service establishments and offices which primarily serve local residents.
 2. Discourage commercial uses which are automotive oriented (such as drive-in establishments).
 3. Encourage developments which provide social, cultural and recreational activities.
 4. Develop a pedestrian network which ties all parts of the downtown together in a way which reduces conflicts with the automobile.
- D. MAINTAIN ARCHITECTURAL DESIGN AND LOW MASS-INTENSITY SCALE WITHIN THE DOWNTOWN AREA THAT IS IN KEEPING WITH THE TRADITIONAL VILLAGE CHARACTER OF THE COMMUNITY.
 1. Promote informality of design with varied and interesting setbacks.
 2. Limit floor areas and require building siting which provides ocean views and open space.
 3. Limit the height of structures on the west side of Camino del Mar to one story above street level, and maintain a strict two story limitation elsewhere.
4. Encourage building designs and uses that utilize the advantages of Del Mar's warm, sunny climate.
- E. INITIATE A BEAUTIFICATION PROGRAM FOR THE DOWNTOWN AREA.
 1. Provide benches, mini-parks, and street trees, and require extensive landscaping of private open space and parking areas.
 2. Require undergrounding of all utilities, and the use of low intensity lighting.
 3. Require the removal of inappropriate or out-of-scale signing and encourage signing which is well integrated into building or site design.
- F. ENCOURAGE THE IMMEDIATE DEVELOPMENT OF A PRECISE PLAN FOR THE DOWNTOWN AREA THAT INCLUDES CAMINO DEL MAR CIRCULATION, PARKING, ARCHITECTURAL DESIGN, AND WALKWAYS.
 1. Consider the conversion of Del Mar Lane between 13th and 15th Streets into a pedestrian mall.

Goal 5

PRESERVE THE ECONOMIC INTEGRITY OF THE COMMUNITY.

Objectives and Policies

- A. MAINTAIN A BALANCED ECOLOGICAL-ECONOMIC PHILOSOPHY TOWARD COMMERCIAL GROWTH WHICH PERMITS THE CITY'S INCOME TO KEEP PACE WITH ITS EXPENDITURES WHILE INSURING COMPATIBILITY WITH ALL OTHER GOALS AND OBJECTIVES OF THE COMMUNITY PLAN.
- B. PROMOTE THOSE USES OF THE COMMERCIAL AREA WHICH WILL BE OF GREATEST ECONOMIC BENEFIT TO THE COMMUNITY WHILE INSURING COMPATIBILITY WITH ALL OTHER GOALS AND OBJECTIVES OF THE COMMUNITY PLAN.
- C. ESTABLISH AN OPEN SPACE ACQUISITION PROGRAM AS AN INTEGRAL PART OF THE CITY BUDGET PROCEDURE SO AS TO INSURE COMPATIBILITY WITH ALL GOALS AND OBJECTIVES OF THE COMMUNITY PLAN.
- D. REQUIRE AN ECONOMIC ANALYSIS ON ANY FUTURE PROPOSED COMMUNITY PLAN REVISIONS.

Goal 6

ASSURE CONTINUING PUBLIC PARTICIPATION IN CITY PLANNING BY DEVELOPING PROCEDURES IN WHICH CITIZENS CAN PARTICIPATE IN UPDATING GENERAL PLAN GOALS AND POLICIES AND HELP IN IMPLEMENTING PROGRAMS INCLUDING CONSULTATION AND ADVICE ON ENABLING LEGISLATION.

Specific Recommendations

The basic concept of the residential land use plan as evident on the Community Development Plan is to circle the commercial core with the highest density development in Del Mar, thereby encouraging a more pedestrian oriented and compact city center.

The basic concept of commercial land usage in Del Mar is to reserve the historical commercial core for retail usage with limited office space. Commercial activities in other parts of Del Mar should be limited to those which would be inappropriate to and non-competitive with the commercial core.

The following attempts to describe the critical proposals for different planning areas of the community.

North Bluff District

No significant change in permitted uses is envisioned in this planning area.

Valley District

The future of this area should conform to the criteria established in the Environmental Management Section of this Plan and attention should be paid to seismic problems.

Possible changes in land use on the property owned by the 22nd Agricultural District have not been considered except to recommend that existing and potential vehicular parking areas be landscaped and not built upon in the future. A long range plan for this area awaits development.

North Beach District

The land west of Camino del Mar between 29th Street and the mouth of the San Dieguito River is proposed as Low Density Residential in order to preserve the existing character and discourage major intensifications in residential development.

South of 29th Street, medium density single family and duplex usage is recommended in the area of gridiron streets and pre-existing small lots thereby preserving the present character and discouraging redevelopment to higher density more expensive housing and encouraging the maintenance of existing residential development.

South Beach District

The portion of this planning district that is within easy walking distance of the commercial core is proposed as High Density Residential. This area is bounded by 15th Street on the north, 9th Street on the south, the beach bluffs on the west and the Village Center District on the east.

The remainder of this area is recommended for Medium Density Residential.

South Bluff District

The Plan recommends that the portion of land south of the existing high density residential development should be Very Low and Low Density Residential. East of Camino del Mar and south of Carmel Valley Road it is recommended, that if developed, the land be used for low density residential purposes except at the southeast corner of Carmel Valley Road and Camino del Mar which shall be designated Commercial and compatible with lagoon sensitivities. North of Carmel Valley Road and east of Camino del Mar it is recommended that development should be limited to Very Low Density Residential uses.

South Hills District

The Plan recommends that this area continue in the Low Density Residential classification.

North Hills District

The Plan recommends continued Low Density Residential use in the extensive central area of these hills with a cautious infilling with the type of development

which already characterizes the neighborhoods. On the steep land on the east edges of the hills the Plan recommends Very Low Density Residential so as to minimize the disruption of the topography and preserve an open space character to these highly visible and sensitive areas. Adjacent to the Village Center District the Plan allows for duplex development on parcels greater than 7,000 square feet so long as the massiveness of the structures conforms to that allowed in single family areas.

Village Center District (Downtown)

To provide a central commercial area within the Village Center District, Del Mar's principal retail and professional zone is recommended to extend along both sides of Camino del Mar from 8th Street on the south, to 15th Street on the north, including at its northern extremity the Plaza Shopping Center and land on the north side of 15th Street, west of Camino del Mar. The east side of Stratford Court between 13th and the alley south of 15th Street is designated mixed residential-commercial development.

Usage of Commercial Space - In order to facilitate resident demand for more goods and services, policies have been developed to better utilize the commercial space within the boundaries established above. These policies include encouraging small individually-owned shops, and discouraging unusually large single purpose businesses, franchise operations, businesses catering to an automotive public (drive-in banks, food stands, etc.) and an imbalance of office uses.

The Plan recommends that commercial activity within the Village Center shall, above all else, be compatible with the intellectual, social, and material needs of the Community. While trade from visitors and neighboring communities is obviously necessary to the success of many individual businesses, future development in the Village Center District should attempt to favor retail enterprises whose primary purposes are to satisfy the needs of the Del Mar community and enhance the style and quality of life in Del Mar.

potential housing mix-population

1975			ULTIMATE		
	Housing Units	Population (Estimated)		Housing Units	Population (Estimated)
Single Family Detached	906	2573	Single Family Detached	1077	3059
Duplex	430	851	Duplex	830	1643
Multiple Family	870	1722	Multiple Family	985	1950
TOTAL	2206	5146	TOTAL	2892	6652

To assure continuity of pedestrian oriented shops and services, retail use should be encouraged over office use, since office use provides no sales tax revenue to the City, severely compounds any parking problems, and generally removes space from service to the residents. Whereas, some office space is certainly desirable this usage should be geographically distributed so that it increases gradually from little or no office space in the areas from 13th to 15th Streets rising toward a maximum on the south end of the commercial area (this policy would serve to soften the transition from retail to residential at the south end of the district). Possible means for achieving these ends include an increase in the Business License Fee for office and professional uses, and the requirement of more parking for office use than for retail use.

Physical Character - The physical characteristics of Del Mar's village center should be developed so that citizens and visitors of every age will feel comfortable and at home. To achieve this character the village center should include, in addition to a variety of commercial businesses, a civic center, attractive walkways and landscaped areas, and a variety of commercially owned open spaces such as courts and landscaped areas. To increase retail use and enjoyment, efforts should be made to encourage developments which emphasize pedestrian orientation. Sidewalk sitting facilities in the front of stores and other innovative developments which encourage social interaction and pedestrian use should be favored to create a strong community identity. Refreshing views of the ocean, trees and vegetation should be preserved by limiting the massiveness and siting of construction on some or all of the remaining vacant lots in the downtown area west of Camino del Mar. Individual businesses should be encouraged to hold cultural, social, or recreational events in keeping with their facilities and according to community interests.

Future structures within the Village Center District should be in keeping with the pedestrian scale and village character of the community. Architectural solutions should strive for an informal feeling utilizing non-massive shapes, pitched roofs, and preserving ocean views and an atmosphere of open space.

The establishment of a mall along the alley between Camino del Mar and Stratford Court would clearly go a long way toward satisfying many of the aforementioned desires. This area could be typified by a people-dominated space with walkways leading among shops, small courts with benches and vegetation, stairways, and balconies with views of the ocean. This mall would allow for a reorientation of shopping and social interaction away from the automobile traffic along Camino del Mar.

Traffic and Parking - Efforts should be made to reduce or eliminate automotive traffic from some sections of the village center, in order to give preference to pedestrian uses and movement. This could be accomplished by establishing a local transit system which would transport shoppers to and from home or parking lots outside the village center. Mini-bus, dial-a-bus, jitney, or other type of public transit system could satisfy this need and, in addition, serve to link residents and shoppers with other community activity centers such as the beach and fairgrounds. It is recommended that some limited system of this type be devised and implemented on an experimental basis, in order to develop a long range solution which minimizes the impact of the automobile and parking problems in the village center.

Attempts should be made to consider solving the shortage of parking spaces within the area between 13th and 15th Streets on Camino del Mar. This problem area is essentially fully developed, necessitating solutions involving pocket parking within or outside the area or by using the existing street right-of-way.

Due to the costs involved, it would appear highly unlikely that village center merchants and property owners would be able to afford to purchase undeveloped lots for parking purposes. An alternative, therefore, would be to take advantage of existing public rights-of-way such as Camino del Mar to provide additional parking. If Camino del Mar was to be reduced to one travel lane in each direction, it would be possible to utilize a portion of the existing paving width to provide additional landscaping and parking along Camino del Mar between 13th Street and the north end of the Del Mar Plaza Shopping Center. Due to the fact that the recommendations for narrowing Camino del Mar call for flexibility and experimentation prior to the commitment of substantial funds, the same philosophy should be used in any design solutions for parking on Camino del Mar based on the concept of a narrowed roadway.

**commercial floor space
existing and ultimate - village center**

Existing Commercial Floor Space	175,000 sq. ft.
Potential Commercial Floor Space	100,000 sq. ft.
Ultimate Commercial Floor Space Allowed by Proposed Plan	275,000 sq. ft.

Source: Commercial Task Force Survey and Analysis

Community Development Plan

- | | |
|----|---------------------------|
| 1 | Very Low Density |
| 2 | Very Low Density Modified |
| 3 | Low Density |
| 4 | Medium Density Single |
| 5a | Medium Density Multiple |
| 5b | Medium Density Multiple |
| 6 | High Density |
| 7 | Commercial Central |
| 8 | Commercial Residential |
| 9 | Commercial Visitor |
| 10 | South & West Commercial |
| 11 | North Commercial |
| 12 | Beaches & Bluffs |
| 13 | Floodway/Lagoon Habitat |
| 14 | Public Facilities |
| 15 | Public Parkland |
| F | Fairgrounds/Racetrack |
| RR | Railroad |



Description of Land Use Categories

Residential

Very Low Density Residential (0-1 units/net acre)

This land use category is intended to allow single family development that preserves an open character on land within areas that include steep slopes, bluffs and/or canyons.

Modified Low Density Residential (1-3 units/net acre)

This land use category is intended to allow single family development in areas having environmental sensitivities of similar degree to established neighborhoods having a density below 3 units/net acre.

Low Density Residential (1-4 units/net acre)

This land use category is intended to allow a continuation of the predominantly single family residential character that has been historically developed within the Del Mar hills area and at the north end of the beachfront.

Medium Density Single Family Residential (4-8 units/net acre)

This land use category is intended to allow a continuation of single family residential development and thus to preserve an uncrowded character to areas subdivided into relatively small lots. Existing duplexes shall be allowed to continue and not be non-conforming in this area.

Medium Density Multiple Residential "A" (4.4-17.6 units/net acre)

This land use category is intended to allow single family development, and conditionally allow duplex development on individual lots of 5,000 square feet or greater. Existing duplexes shall be allowed to continue and not be non-conforming. Duplex development shall be allowed by Conditional Use Permit in areas already containing a substantial number of two-family dwellings where such use will not adversely affect the neighborhood or community as a whole.

Medium Density Multiple Residential "B" (4.4-10.8 units/net acre)

This land use category is intended to allow single and multiple family residential development, including duplexes, and preserve insofar as possible a village-like character in areas where predominantly multiple development already exists and is interspersed with vacant land.

High Density Residential (8.8-12.2 units/net acre)

This land use category is intended to allow single and duplex development on individual lots greater than 7,000 square feet that are within easy walking distance of the Village Center District.

Commercial

Central Commercial

This land use category is intended to allow activities that preserve and enhance the Village Center District of Del Mar. Permitted uses would include pedestrian oriented retail activities and a limited number of offices. The area along Camino del Mar south of 9th Street should be devoted to office/professional usage.

Residential Commercial

This land use category is intended to be used as a transition between commercial and residential activities. Permitted uses include a mixture of residential and retail-office activities conforming to adjacent residential floor area standards and with the percentage of commercial floor area not to exceed 30% to 50% of the total floor area. Floor area to lot ratios for such development shall be 30% along Stratford Court.

North Commercial

This land use classification is intended to allow commercial activities that provide a service to the community. All uses of the Central Commercial category would be allowed. Uses such as veterinarians, repair shops, arts and crafts studios, physical recreation facilities, plant nurseries and stables should be encouraged. Development should be of low intensity and profile, offering substantial open space.

South & West Commercial

This land use classification is limited to areas having high scenic value and/or fragile environmental characteristics, and is intended to allow commercial activities that are in harmony with, rather than in domination of, the character of the coastal environment. Development should result in maximum open space, public access and usage (consistent with commercial uses), extremely low building coverage (approximately 10 to 20%), preferably be limited to single story structures, preserve scenic vistas from adjacent public rights-of-way, and not encroach

on beach bluffs. All uses of the Central Commercial category would be allowed. Uses such as beach oriented commercial activities, bicycle rentals, tennis courts, and a limited number of restaurants should be encouraged. Housing such as condominiums, apartments and hotels and motels are not to be permitted.

Visitor Commercial

This land use classification is intended to allow activities such as hotels and motels which enable visitors to enjoy the coastal environment. Development should be of a low intensity in keeping with the village character of the community while preserving coastal vistas. Development criteria shall include controls to preserve low to medium density, and informal predominantly low rise type of development with a two story limit. The floor area ratio for each lot shall not exceed that allowed in the medium density residential category.

Special Note:

In order to implement policies 3-A-2, 3-A-3 (p. 58), 4-D-2 (p. 60), and 1 and 2 under "Residential Area Criteria" on p. 69, the City shall make findings supported by public hearings regarding the norm of existing development in single family and duplex neighborhoods, and the threshold of excessive scale and bulk in multiple family neighborhoods and commercial districts. The floor area ratios approved in the November 1975, plebiscite or previous ordinances (where not in conflict) shall be regarded as conforming to these policies until findings have been made. It is understood that the objectives of these policies to regulate floor area is not to unduly restrict development or redevelopment of properties, but to assure that the scale of such development is compatible with the existing coastal village character of Del Mar.

Open Space

Beaches and Bluffs

This land use category is intended to preserve beach and bluff land as open space. Due to public rights, inaccessibility or hazard, no private structures are permitted. Uses shall include public walkways and recreation.

Floodway/Lagoon Habitat

The purpose of this land use category is to preserve areas subject to relatively deep and high velocity floodwater by prohibiting uses which would constitute an unreasonably, unnecessarily or undesirably dangerous impediment to the flow of floodwaters. No structures shall be constructed, nor shall any premises be used except for purposes such as apiaries, aviaries, agriculture and aquaculture.

Public Parkland

This land use category is limited to publicly owned land designated for use as a community park or open space preserve.

Miscellaneous

Public Facilities

This land use category is limited to publicly owned land set aside, or in use, to support public schools and governmental offices and facilities.

Railroad

The purpose of this land use category is to allow for a continuance of railroad transportation and open space uses above or adjacent to railroad rights-of-way in Del Mar. Due to landslide danger, single track usage should not be expanded south of 15th Street.



BLUFFS/SLOPES/CANYONS

a precise plan



The City of Del Mar shall utilize the following criteria in the evaluation of future development within areas of bluffs, slopes, and canyons having special conservation sensitivities (see attached map), in order to protect the natural environment and open space character of such areas. To insure compliance with these criteria, it shall be the policy of the City to require discretionary review for all development in this area.

General Criteria

1. Encourage one story, wood frame construction in order to maximize the seismic resistance of structures, preserve views, and preserve the open space appearance of the area from a distance.
2. Protect steep slopes by prohibiting construction or grading within 20 feet of the top and ten feet of the bottom of substantial slopes exceeding 25 percent grade. No structures shall overhang such slopes or setbacks.
3. Control irrigation on and above slopes exceeding ten percent grade to insure continuation of the natural preconstruction erosion process. Provision shall be made to carry rainwater from constructed impervious surfaces to publicly owned discharge areas.
4. Harmonize construction and landscaping with the natural as well as the man-made environment, and ensure that the protection of the natural values of the landscape take precedence over architectural values.
5. Require that future development not obstruct scenic views from public streets, roads, or pedestrian trails.
6. Where practicable require the clustering of development.

Residential Area Criteria

1. In areas designated for one dwelling unit per net acre, limit maximum floor area ratios to one-half of that allowed in the Low Density Residential Category after the latter ratio is brought into conformity with the norm of existing development in those areas, except that special consideration shall be given to non-conforming lots.
2. Elsewhere limit maximum floor areas to the norm of existing development in the Low Density Residential Category.

Non-Residential Area Criteria

1. Ensure that future development is sensitive to bluff, lagoon and ocean views, and blends with the open character of the land.
2. Limit development to low intensity uses that maintain a low profile character and are of low mass and lot coverage (10 to 20 percent).



CAMINO DEL MAR
a precise plan

The purpose of this precise plan, as drafted, is to recommend the restructuring of Camino del Mar so as to provide a safer street in both the residential and commercial districts through which it passes. The plan also provides for additional parking, and for increased pedestrian and bicycle traffic. The visual and physical character of the street will be improved by adding such amenities as landscaping and benches. Specific recommendations are arranged below by area.

1. Northern City Limits to 15th Street

- A. Limit traffic to two lanes, one each way, with holding or turn lanes at intersections. Serpentine the lanes where feasible to reduce speed and sight disturbance.
- B. Design 6 ft. bicycle rights-of-way, one northbound and one southbound, to connect with Solana Beach bicycle paths. Design 5 foot walkways for pedestrian traffic, one on each side of the street. Walkways should be informal, within a 15 foot right-of-way, and have textured walking surfaces with low level lighting.
- C. Provide parking for beach use where safety and aesthetics permit. Parking areas should be aesthetically pleasing with planting of shrubbery and trees. Landscaping should be informal; incorporating mounds, berms, and groups of native and cultivated shrubs, flowers and trees.
- D. Provide a pedestrian activated crossing light in the vicinity of 27th or 28th Street.
- E. Restrict the speed limit to 35 miles per hour. This could be possible as a result of serpentine and the creation of

visual barriers through landscaping and the reduction to two lanes.

- F. Request San Diego County to design a safe transition from four lanes to two lanes in the area it controls, approximately 600 feet of roadway south from Via de la Valle to the Del Mar City Limits.
- G. Recommend to the San Diego County Traffic and Safety Engineer that a proposal similar to the following for the traffic signal at Via de la Valle be implemented:

Modify striping and signs to indicate two left turn lanes from Highway 101 to Via de la Valle with one through lane to Camino del Mar. The middle turn lane would have the option of turning left or continuing straight. Timing of the signal to encourage the majority of southbound thru traffic to turn left towards I-5 might help relieve the present through traffic on Camino del Mar. A traffic sign showing "Single Lane Ahead" would be requested later when Camino del Mar was reduced to one lane each way.

- H. Request San Diego County to place signs at Via de la Valle stating "Del Mar - Pedestrian Oriented - Thru Traffic Use Via de la Valle".
- I. "Yield to Pedestrian" signs and marked crosswalks should be installed at designated locations on Camino del Mar.

2. 15th Street to 9th Street

- A. Immediately investigate alternative circulation and design schemes that will mitigate traffic and parking problems while allowing for improvement in pedestrian orientation and appearance of the area. This alternatives should include the possibility of reducing travel lanes to one

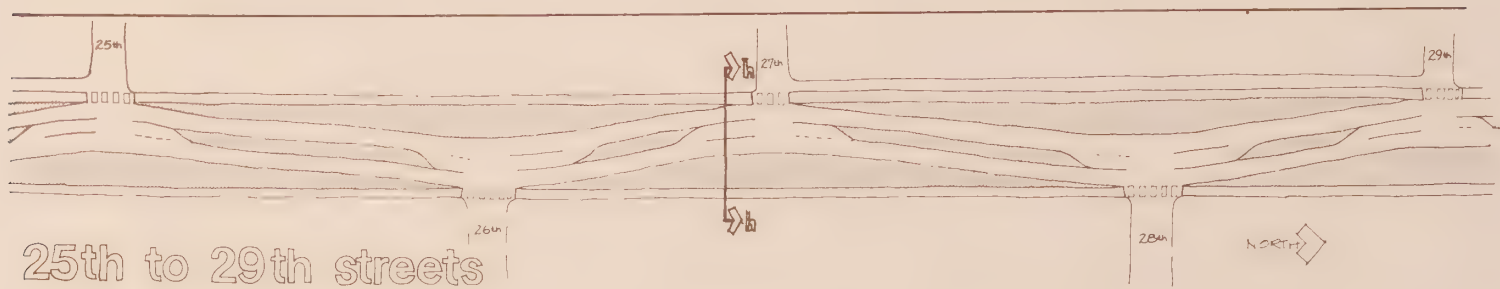
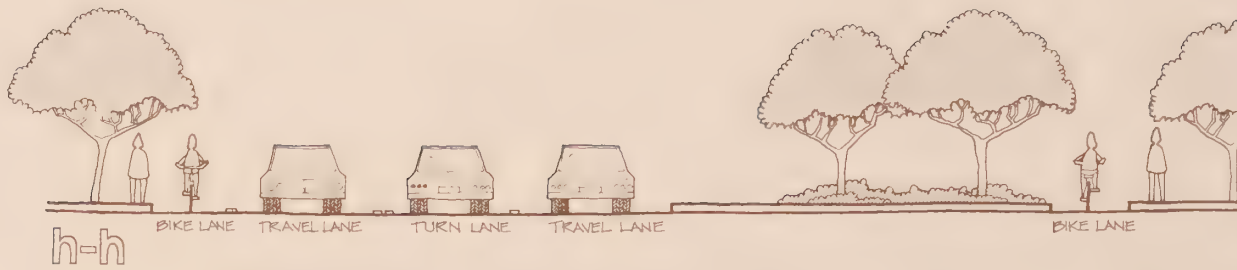
- in each direction, divided by the existing landscaped median, with holding or turn lanes at intersections, and the provision of additional parking (particularly in the area between 15th and 13th Streets).
- B. Provide attractive promenade walkways with landscaped resting areas and benches. Encourage the use of distinctive paving patterns and textures. The width of walkways should be variable and provided with low level pedestrian lighting. Provide additional landscaping using street trees with grating or pavers at base and raised and mounded planting areas of shrubs and flowers. Also use fixed container planters and hanging planters with seasonal flowers, where appropriate.
 - C. Design bicycle rights-of-way to connect with other segments of Camino del Mar both north and south, one bicycle lane northbound and one southbound. The lanes should be approximately six feet wide and clearly marked.
 - D. Provide bicycle parking areas at the Del Mar Plaza, Stratford Square, Cnaterbury Corner, City Hall and the end of 11th Street.
 - E. Reduce speed limit to 30 miles per hour.
 - F. Make provisions for future mini-bus and rapid transit bus stops.
3. 9th Street to Southern City Limit
- A. Limit traffic to two lanes, one each way, with holding or turn lanes at intersections.
 - B. Provide pedestrian walkways on each side of the street. Walkways should be more formal and straighter than in other areas but should have textured surfaces and low level lighting.
 - C. Provide bicycle rights-of-way, one northbound and one southbound, to connect with the central Camino del Mar route and with the City of San Diego route.
 - D. Direct northbound through traffic to Interstate 5 via Del Mar Heights Road by use of signs similar to those proposed at the north end of the City.

The Plan, therefore, recommends that Camino del Mar be immediately reduced to one lane of traffic in each direction, north of 15th Street and south of 9th Street, with the remaining space being utilized for landscaping, parking and a bicycle right-of-way. This concept should be facilitated by way of a temporary low cost solution that will allow for monitoring over a six month to one year period of time. If, after this monitoring period, the concept is felt to be a good one, efforts should be made to install permanent improvements.

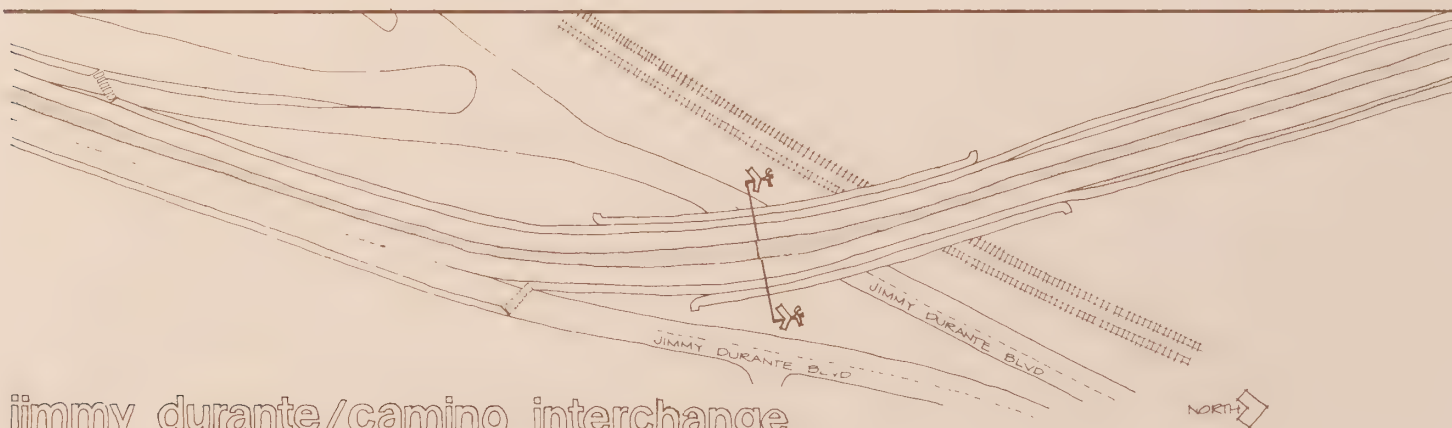
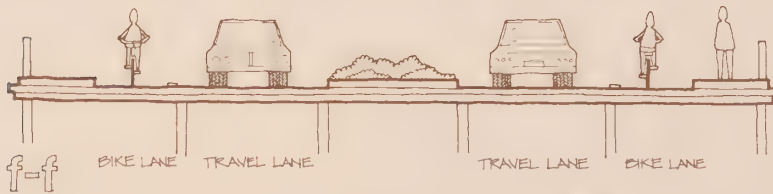


northern city limits

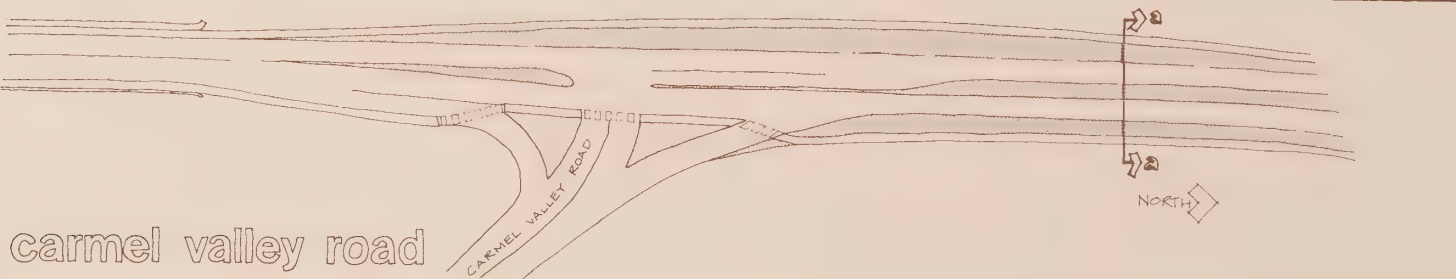
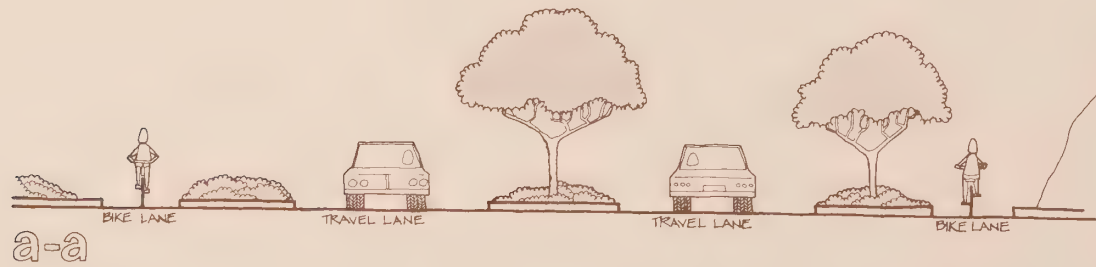




25th to 29th streets



jimmy durante/camino interchange





LOCAL STREETS

a precise plan

The purpose of this precise plan, as drafted, is to provide a safer and more pleasing environment for automobiles, pedestrians, and bicyclists on various individual streets and street segments of Del Mar as specified below.

1. Crest Road. In consideration of its severe curves, and very narrow roadway in some sections, the residents of the area feel that traffic presently travels too fast and endangers pedestrians, bicycle riders and children playing in the area. The city, therefore, should post additional 25 miles per hour speed limit signs and/or install stop signs at strategic corners.
2. Del Mar Lane. This lane is presently an unattractive alley giving view to rear of shops and restaurants that front on Camino del Mar and Stratford Court. In order to realize the potential of the area as exhibited by the Stratford Court Players Theatre, La Dulceria and Tarven's Nursery, the lane should be developed as a modified pedestrian promenade. Vehicular access for parking and service to the buildings should be maintained, however, the alley should be resurfaced with a textured paving material incorporating distinctive patterns. Landscaped walkways should be constructed and the merchants should be encouraged to upgrade the visual character of the buildings on the lane by adding such amenities as concealed trash enclosures, landscaping, and hanging flower pots.
3. 15th Street from Luneta Drive to Seagrove Park. Both sides of the street should become promenade areas, linking Del Mar Plaza, the St. Peter's Church, the businesses on 15th, and Seagrove Park to the downtown. The promenade should incorporate distinctive paving patterns and textures, with landscaping in raised or mounded planting areas, to compliment the existing mature tree plantings. Low level pedestrian lighting should be installed.

4. Coast Boulevard from Camino del Mar to 15th Streets. A walkway should be constructed on both sides of the boulevard tying in with the promenade at 15th and at Seagrove Park, extending past the railroad station and connecting to the existing walks in the residential area to the north. Bicycle lanes should be established the full length of Coast Boulevard, and the street should be landscaped so as to narrow the travel lanes and thus reduce the speed of the automobiles.

In addition, investigations should be made into the notion of "torturing" the intersection at Coast Boulevard and Camino del Mar to discourage the use of Coast by southbound motorists.

5. Jimmy Durante Boulevard near Turf Road. After a suitable solution has been determined for the Five Points intersection, Jimmy Durante Boulevard should be closed through the Fairgrounds and Turf Road should be widened to four lanes and re-named Jimmy Durante Boulevard. Without waiting for this relocation immediate steps should be taken to construct a bicycle right-of-way to Earl Warren Junior High School and even to San Dieguito High School.
6. Other Residential Streets. To maintain the existing character of streets in the Beach, North Hills, and Torrey Pines areas, the construction of sidewalks and concrete curbs and gutters should be discouraged. The residents and the city should be encouraged to create meandering footpaths, to landscape open areas, and to provide low level pedestrian lighting where needed. Because of the narrow widths of the streets and their rural character no specific provisions should be made for bicycle paths.

7. General Traffic Recommendations.
The city should determine the feasibility of constructing a grade separation at Coast Boulevard and the Santa Fe railroad tracks. All speed limits and parking regulations should be strictly enforced. All traffic and other city signs should be sited where they will not detract from vistas and open spaces.
8. Bicycle Lanes. A continuous bicycle right-of-way along Camino del Mar should be established from the north to the south end of Del Mar for commuter cyclists travelling directly through the City. In addition, a scenic bike route should be established along Coast Boulevard, Ocean Avenue and Stratford Court. Investigations should be made into the feasibility of extending this scenic route by providing a southbound bicycle right-of-way connecting the southern tip of Stratford Court with Camino del Mar just south of the Del Mar Canyon.

The City of Del Mar should recommend to the City of San Diego and the San Dieguito School District that bicycle rights-of-way be constructed on Del Mar Heights Road from Camino del Mar to Torrey Pines High School east of Interstate 5.

In addition, bicycle rights-of-way should be established along Turf Road and Jimmy Durante Boulevard between Five Points intersection and Camino del Mar.

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